

Electrical Merchandising

McGraw-Hill Publishing Company, Inc.

NOVEMBER, 1930

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FOR THE SAME
SELLING EFFORT



WHEREVER sales effort has been put behind it, Electrochef* has sold more readily than electric ranges have ever sold before. It is the ideal load-builder for the public utility. Service is easy and economical; parts are interchangeable, and small stocks are sufficient to meet all needs. Modern design, speed and simplicity of operation appeal to the user. Electrochef meets all domestic requirements, and its purchase price and operating cost are within reach of all. Write for complete information.

ELECTROCHEF*

ELECTROMASTER INCORPORATED
Detroit, Michigan

*Reg. U. S. Pat. Office. Tested by Electrical Testing Laboratories and listed by Underwriters' Laboratories.

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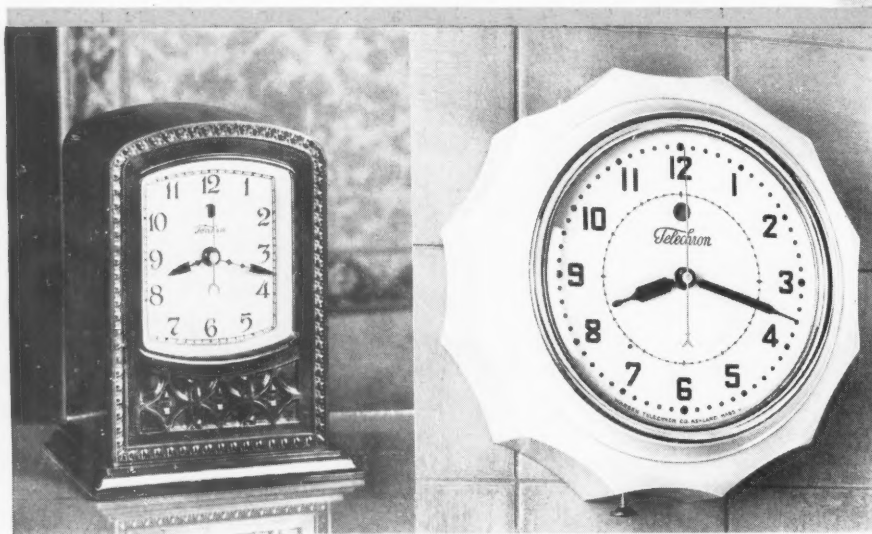
AFTER only a few years of merchandising activity, electric clocks now rank as one of the leading electric household devices. The potential market hasn't yet been "scratched"! Over 15,000,000 wired homes are regulated by means of Telechron Master Clocks in America's power stations! *Every one of these homes* is a live prospect for at least three Telechrons — a living-room clock — a bedroom model — a kitchen clock — a hall clock — and so on. *The market is unlimited, Mr. Dealer!* •

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Telechron



No. 528-A—Mahogany case, with wall bracket.
Retail price \$33



No. 356—Moulded case, Walnut color.
Retail price \$9.75

No. 454—Six colors, Chromium fittings.
Retail price \$9.75.

WARREN TELECHRON COMPANY
111 Main Street
Ashland, Massachusetts

Please send me information on Telechron Electric Clocks and details of your Authorized Dealer franchise.

Name _____

Address _____

Electrical Merchandising

VOL. 44

No. 5

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The Course of Business

Undismayed by the indecision of business leadership, financial conservatism, and the confusion of political cross-currents here and abroad, the fundamental though blind forces of human needs are again slowly laying the basis for future recovery. . . . The mass of final buyers are more keenly alive to bargain values offered by energetic merchandisers than are manufacturers who are offered the lowest raw material prices in many years. Consumption eats steadily into supplies as industrial production lags. . . . Even in building the clear signs of revival in residential construction indicate that the ultimate consumer is in the market in many sections of the country. . . . Despite political uncertainties abroad, foreign users of American cotton recognize that this basic material is cheap, and, with praiseworthy assistance from American financial sources, are buying it abundantly. . . . Though, as the decline in our index this week from 87.1% of normal to 84.7% suggests, the general measures of gradual improvement are wavering and confused, many favorable factors are to be seen beneath the surface. . . . Commodity prices in recent weeks have tended to hold up against the deflation process still under way in securities. . . . As these fundamental forces become more apparent, business is beginning to reconcile itself to the fading hope of any decisive large-scale action toward recovery from above, and is realizing the necessity of aggressive individual action from the bottom.

—The Business Week, October 29, 1930.

MEET

The Westinghouse Appliance Sales Plan for this Christmas contains everything you need for an all-around job of advertising and sales promotion. In window display materials, price marker cards and folders, in newspaper advertisements, Mrs. Santa Claus carries a colorful and effective appeal to everyone you want to reach. Be sure to see this plan. The coupon will give you your opportunity.



The Westinghouse Electric & Manufacturing Company,
Domestic Appliance Department,
Mansfield, Ohio.

Gentlemen: I would like to see your Christmas Sales Plan and to inspect your complete line of appliances for gift selling.

Name Address

City State E.M. 11-30

NOVEMBER, 1930

Electrical Merchandising

A MCGRAW-HILL PUBLICATION ESTABLISHED 1916

L. E. MOFFATT,
Editor

"If a House be Divided Against Itself"

BAD for business generally, this has been a good year for the power companies. Their merchandise sales are above the year before and domestic consumption and revenue are also up. It has not been a good year for dealers and the trade generally. Their sales and profits are down. The utilities are satisfied with things as they are; the trades, naturally enough, are not.

And trade dissatisfaction is finding one expression in attacks on the principle and practice of utility merchandising.

In the controversies now active, the observer cannot fail to be impressed by the fact that the trades (electrical, hardware, furniture, department store), do not agree on what they want the power companies to do, and that the power companies are inclined to let the whole matter drift.

As things now stand some of the trade want the utilities out of merchandising altogether, another group asks for new methods of handling and paying utility salesmen and a third group moves for accounting methods that will separate utility merchandising from operating expenditures. Power company men are doing little except to protest their good intentions. And in the meanwhile politicians begin to show interest. "Here," they think, "is the stuff of which political campaigns are made."

"SINCE the efforts of the Power Companies form the only continuous means of promoting the sale of electrical appliances, we believe the best interests of manufacturer, dealer and consumer require the continuance of the merchandising activities of Power Companies."

The foregoing is the preamble to a declaration of general merchandising principles adopted and signed some

two years ago by the following associations: National Dry Goods Association; National Retail Hardware Dealers Association; Association of Electragists, International; National Retail Furniture Association; National Hardware Association of the U. S.; National Association of Retail Druggists; National Electric Light Association.

This preamble was followed by the following general principles:

1. All discussions of the problems of the relations of Power Companies and dealers selling electrical appliances must be based upon proper and adequate service to the ultimate consumer.

2. There should be a segregation of the accounting of the merchandising departments of Power Companies from their public utility functions, and all items of expense incurred in the merchandising of appliances should be charged to the merchandising activities.

3. It is recognized, however, that expenses incurred in the pioneering of appliances which have not yet met with sufficient public acceptance to be merchandise items in the stocks of local progressive dealers, and general advertising for the development of the market for appliance service, should properly be charged to the promotion accounts of the Power Companies and not charged to merchandising.

4. This Conference recommends to Power Companies and independent dealers the necessity of constructive co-operation in their local fields for the better development of the electrical appliance business.

This declaration was the result of a series of meetings

between association representatives in an endeavor to dispose of the chief points in dispute between power company merchandisers and the other trades. Sound in itself, the declaration as we have seen, has not abated the dispute.

In June of this year, the National Retail Hardware Association, at St. Louis, adopted a resolution urging the state public service commissions to investigate merchandise practices by utilities, specifically to the end that merchandise accounting be entirely segregated from utility functions, and that expenses of all such merchandising operations be excluded from the costs considered in determining rates.* This resolution reiterates Section 2 of the declaration quoted above. It does not, however, take account of Section 3.

As noted in another part of this magazine, page 64, a law requiring such a separation of accounting becomes effective January, 1931, in the State of Wisconsin.

AT A meeting of the Association of Electragists International, Milwaukee, August 21, the following resolution was adopted:

WHEREAS, for a number of years Electrical Contractors and dealers have been confronted with a problem of growing seriousness, arising from certain Merchandising Policies of Power Companies, and

WHEREAS, these policies are, in many districts, destroying co-operation and mutual confidence between these branches of the electrical industry; and are, in some districts, engendering agitation for government ownership of electric power facilities and for increased restrictive regulation, and

WHEREAS, the foregoing conditions are rapidly creating a national problem of imminent concern to this Association;

THEREFORE BE IT RESOLVED that the management make a careful study of the effects of merchandising policies of power companies, as reflected in the experience of its local Chapter members, and

THAT following the next regular meeting of the A.E.I. Executive Committee, a report of local conditions relating to this matter, then existing, be sent to members of this Association.

Still other means have been invoked. Some time ago a Philadelphia manufacturer brought suit against the Philadelphia Electric Company to restrain it from any merchandising activities. The decision in this case not only affirmed the right of the company to sell goods as well as service, but declared that there was an implied obligation to do so.

NOW the trades are not merely agitating for the fun of it. There is a definite point at issue: the right of every merchant to fair competition. They will not reach this objective, however, through forcing the utilities into separate accounting and into showing a profit on their merchandise operations. Money spent on promotion helps the dealer. Promotion expense is charged to merchandising. Therefore, the more money spent on promotion, the more money may be lost in the mer-

chandising operation. If, then, a profit is forced on the utilities, there will be either less promotional expenditure or a profit will be obtained through an increase in the very methods of which the trade complains.

The utilities have repeatedly stated that they are not selling goods to make a profit. They are selling goods as the most direct means of increasing customer revenue. And that in my humble opinion is the common meeting ground for the power companies and the dealers. For, although utility managers seem sometimes to forget it, revenue is also created by the goods sold through dealers. Let the dealers, therefore, cease to worry about the merchandise profits of the utilities, and ask for a participation in the power companies load-building campaigns and programs *on the same terms as the companies* and we will begin to get somewhere.

This is now being done in several sections of the country, and the results are as much in the utilities interest as in the interest of the trade. These companies have learned that it is cheaper to build load with the help of strong, prosperous, aggressive dealers than to attempt alone the burden of load building in the face of embittered competition.

As an approach to a constructive program of trade and utility co-operation that will not only remove legitimate discontent but carry appliance sales to new high volume levels, *Electrical Merchandising* offers the following recommendations:

1ST

That with merchandising for a load as fundamental policy, power companies should carry out that policy with complete sincerity. For, if a company regularly or in campaigns sets up terms and allowances which the dealer cannot meet, its sincerity in a load building objective may seriously be questioned. If the object is load, obviously the company should welcome and encourage

any effort on the part of the trade to add load-building devices to their lines and make such effort productive by extending to the trade the great advantages of their own position.

It follows that if on ranges for instance, the power companies make installation, trade-in, or other allowances for the purpose of adding more ranges to their lines, then if this allowance is not extended to the dealers the power companies may be accused of insincerity in their primary object: building load. In the case of electrical refrigeration it is equally apparent that thirty-month terms for their own sales cannot be met by competing dealers, and that a sincere load-building policy includes buying thirty-month paper from local dealers.

Range sales through dealer channels have been most successfully stimulated by those companies which have placed the dealer on an equal basis with themselves. Notable examples may be found in the policies effective in the San Joaquin Valley, Boston, Hartford, Springfield and Greenfield.

Such policies have proven successful in the sale of refrigeration. The New York Edison System has been buying dealer paper on electrical refrigeration since May.

By an extension of terms to twenty-four months on individual sales, thirty-six months on sales to old apartment houses, the dealers have added within 4½ months 35,792 units to the lines—an estimated increase in revenue of \$1,250,000. Another example is furnished by the Associated Gas & Electric System. In a recent and most successful refrigerator campaign they bought dealer paper which allowed the trade to extend the same 30-month terms their own companies offered. Dealers added 4,000 to the 13,341 units sold by the companies.

It is worth pointing out here that refrigeration has built load faster than any other product ever connected to the power lines; and a great measure of this load has been built by the sales activity of dealers, competitively and co-operatively. Range sales have not kept pace with refrigeration sales and ranges have been the product of all others which the power companies have almost exclusively marketed, often in such a way and on such terms as to make successful dealer competition difficult or impossible.

Policies which fail to use the potential sales value of the dealer, directly cause the sale of non-electrical competing equipment. There is a great deal of hard sense in an editorial recently printed in *Hardware Retailer* from which we quote the following paragraph:

"Hardware stores are likely to continue to sell non-electric equipment for cooking and refrigerating wherever and so long as the allegedly unfair practices of utility companies make the selling of electrical ranges and refrigerators unattractive. Every sale of a device other than electrically operated means equipment which, so long as it continues in use, precludes the sale of an electrical device."

2ND

Electrical Merchandising recommends that the power companies buy their merchandise from local distributors. Too frequently the distributor is being bypassed by the utility in order to obtain a slight per cent of increased discount. This practice has substantially weakened the position of the electrical wholesaler in the distribution of appliances. Furthermore, this

practice has not substantially benefited the power companies. Investigation indicates that the increased expense of handling and storage and the decreased rate of turn-over on merchandise bought direct, actually result in lower net margins. The wholesaler is an important part of the electrical industry. If the power companies are to ask the support and co-operation of all elements of the industry, then they in turn must support and co-operate with the industry's other branches.

As an example, refrigeration and radio are two lines which the power company has bought from local distributors. They have paid distributors a percentage on their purchase, but they have received in sales and service co-operation an equivalent of this remuneration. In addition they have benefited by the ability of the distributors' organization to extend dealer activity and dealer co-operation.

Many dealers depend on their wholesalers for financial assistance and market advice. Because of their strong position with retailers the wholesaler can as an arbiter be of the utmost help to the power company while working whole-heartedly in the true interest of his retailer customers.

3RD

Electrical Merchandising recommends that some study be made of the methods of compensation and direction of power company salesmen. Dealer co-operative policies once established can be kept fully effective and functioning only so long as dealers and utility salesmen work in harmony. It has been the case in the past that salesmen working on commis-

sion, intent only on a greater volume of personal sales, have wrecked the very structure of dealer relations which executives are striving to create. Every power company salesman represents the utility, and has the final responsibility for carrying out the company's policy.

It should be the self-assigned duty of every utility sales executive to make a personal investigation of the degree to which head office policies are carried out in the field. Only then can the Commercial Section N.E.L.A. make this a matter of national investigation toward establishing a national standard of practice.

Because there is so much human nature in it, this matter of the salesman is one of the hardest problems which the commercial manager has to face. But after all, it is a policy problem, and one which can be met and solved. There is certainly no reason why policies should be continued which often force salesmen into practices destructive to the best interests of the company and the industry.

EXECUTIVE interest in the domestic load has been stimulated by the experience of utilities this year. Kw.-hr. sales for large light and power commercial use have shown from month to month a net decline from last year's totals, whereas the kw.-hr. sales for domestic use have shown regular increases of from 11 to 16 per cent. Executive interest in stimulating this load is also apparent, as in the case of the New York Edison Company, Associated Gas and others cited above.

Commercial leadership in the power industry is anxious to see an end of trade disputes and to establish trade relations on such a broad and equitable basis as will further increase the rate of growth in appliance sales and the resulting kw.-hr. consumption.

The program outlined above summarizes advanced commercial practice in the power companies. With the executive backing that it deserves and requires, it can be made the common practice of the industry. We believe that only along such lines can all interests be harmonized and the full power of a united industry be set toward a common objective.

Almopatt

EDITOR

"Dave" FLOOD

BEING the only important frog in a small puddle is said to carry with it certain compensations—including the not unpleasing fact that one is master of all one surveys. The analogy loses none of its significance when applied to the business of Flood & Jones, Summit, N. J. For while some set themselves up in business in a community where one's competitors are thicker than the customers, trusting to advertising, price advantages, location and store appearance to slice off their particular share of the common business, others pick a small, compact community, with high income levels, and proceed to corral most of the business. Flood & Jones belong to the latter classification.

Starting out originally with electrical contracting as the basis of their business, Flood & Jones have gradually developed into a concern whose primary function is merchandising. The contracting they have done and, for that matter still carry on, has been instrumental, however, in both establishing their reputations for thoroughness, and in providing them with a clientele that has proved the backbone of much of their later selling efforts.

For Flood & Jones have recognized, like the frog, the limitations of their scope. They have appraised their market judiciously, have classified their prospects accurately and have proceeded methodically to build the specialty business that today bears their name. They employ no attempt to get business beyond their reach and at the same time, make sure that such business as might ordinarily accrue to them, is sooner or later chalked down on the books.

And they believe in the appliance business.

Summit, N. J., is one of those residential communities comparable in many ways to Morristown, Montclair, or the Oranges in New Jersey. It is inhabited by people of fairly high incomes who commute either from Newark or New York. It has no home industries. And while a good number of the inhabitants make excellent prospects for the more inexpensive washing machines, there are just as many who will invest in the higher-priced luxuries of the appliance line. Recognizing this fact, Flood & Jones have set out to provide community wants.

Their store is attractive in appearance; effective window displays—one devoted to the appliance being featured in some particular campaign of which there are one a month, the other devoted, as a rule to radio, perhaps their most important line. They handle Victor and General Electric radio, the latter on an exclusive basis. Since taking over the franchise for G. E. radio they have sold 29 sets in as many days. Approximately one-half of the interior of the store is devoted to radio display which is effectively carried out by means of raised platforms which set off the receivers. It was interesting to note that they carried no "midget" sets and their policy in this regard sets the keynote in many ways for their whole activity.



They serve A C l a s s

*How Flood & Jones, Summit,
business by specializing*

"We are interested primarily," Mr. Jones commented, "in pushing those appliances which yield the largest returns. We are operating in a center of good incomes; when our customers feel the desire to buy any specific appliance, price differences carry little weight. And when you can sell a radio set retailing for anywhere between \$150 and \$400, assuring both a margin for service, installation and selling costs, there would be little



"Larry"

JONES

T r a d e

*N. J., built a \$100,000 appliance
on luxury devices*

sense in putting the same selling effort into an appliance that retailed for \$50 or \$60. And in a business of this nature, your net profit is in almost direct ratio to the margin you have to work with.

"The same reasoning applies to the washing machine business. We handle a medium-priced washer (Thor) which sells for \$99.50. But in every case we try to sell a machine that retails for \$165 (Universal)."

"Is there any demand for a washer selling for less than \$99.50?" I asked.

"None whatsoever," he replied. "That is, at least in a community like Summit."

"I take it you wouldn't make any effort to sell it if you had it?" I ventured.

"No. You see there wouldn't be any percentage in it for us. The lowest price at which we can possibly sell a washer and make a sufficient profit is \$99.50. Your cheaper washer requires just as much time to sell, cost just as much to service and install and in the end, there isn't sufficient profit involved to make it worth while."

"WHAT do you consider the appliances that show the greatest promise of selling in a community such as yours?" I asked.

"Well, that's one of the surprising things about this business," he said. "But let me give you a little background first."

"Our customers are almost entirely made up from a prospect list of about 600 names which we had collected since we began to do business. We may have done some contracting work for them or have sold them some appliance at one time or another. But in the electrical business there are new appliances coming along all the time. Whereas in the beginning we had to rely on washers, cleaners, radio and the smaller table appliances to swell the total of our business, today we have a stock of goods which were unheard of five or six years back."

"We did a good job on ranges for some time and later on refrigeration. We are still the exclusive Kelvinator distributors for Summit. But in the last few years we have added health lamps, exercisers, oil burners, ventilating fans, water coolers, ironers, floor machines, clocks, etc. The most recent addition has been oil burners (Timken) which we have only had less than a month. The burner, however, is sold on a sub-agent basis — an arrangement we have with Aaron Ward, the Timken man in the town. He allows us 10 per cent on a direct sale and 5 per cent on leads turned over to him."

"As an example of the value of some newer appliances which we, in common with other dealers, have been prone to overlook, is in the exerciser and health lamp business. When the exerciser came out last year we bought one (Healthizer) and put it on the floor. People did not seem very curious and eventually it was relegated to a corner of the store where it became more inconspicuous as the weeks went by. Seven weeks it lay in the corner. Finally, the manufacturer's representative came in to see me one day."

"How do you like the exerciser?" he said. "I told him that we couldn't sell it and that we didn't think they were any good from the business standpoint."

"But you haven't given them a chance," he argued. "It is a new appliance and a certain amount of promo-

By

Laurence
Wray



One of the Flood & Jones windows is regularly devoted to radio. Radio also occupies nearly one-half of the display space within the store.

tion is necessary before your customers become conscious of its value. Supposing I put in a display and help you to sell them in order to get started?"

"I TOLD him that we would be perfectly willing, so we devoted a part of our wall space to building the display which contained three exercisers and a number of photographs of the machine in actual use in theatrical companies. Then the company loaned us a demonstrator and sales woman, Myrtle Coleman, who was to sell machines from the floor, give demonstrations, and follow up leads in the home. Since that time we have sold 35 machines which, considering the fact that they provide a generous margin, has made them a very profitable item.

"One of our customers, T. J. Watson of the International Nickel Company was so enthusiastic he bought seven machines—one for himself first and the other six for his friends. The whole point of the thing, of course, is that the appliance needed a little helping along to get it started. But what electrical device hasn't needed just the same thing?"

"What has been your experience with ventilating fans?" I asked.

"They are another case in point," he replied. "We took on the American Blower line and apart from a display in the store, made no effort to push them. Later we circularized our customer list and I went out with a man from the company to see what could be done in the way of solicitation for ventilator business.

"The results were surprising. I sold machines to two banks, to clubs, bakeries, stores and homes. In a short time I had done \$4,500 worth of ventilating fan business. The spread on fans, too, was good—50 per cent—which made them a good paying proposition.

"The latest appliance which seems to me to be one that will become more important than any after a while is the electric clock. The window display that you see out there on clocks (Hammond) has attracted more attention than almost any window that we have put in.

"The first morning we put in that display a man came into the store and bought two clocks," Jones said. "But the thing that I am enthusiastic about the clock business for is that it is repeat business. There is nothing of the flash in the pan about clocks. They are here to stay. A customer will come in to buy a clock for the living

room, let us say, and before she is through will have bought one for the kitchen, the bedroom and the hall. There is a tremendous market because you can sell four or five to a single household."

I was interested to note that Flood & Jones had only one electric range on the floor. Mr. Jones had remarked that they had done a fair business for a while on the range but that the difficulties of selling ranges had practically decided them to concentrate their efforts on other appliances.

"IT IS difficult to get range business in Summit for a number of reasons," Mr. Jones commented. "In the first place, high rates militate against effectual selling. We have a graduated rate here which begins at 11 cents a kw.-hr. and which goes down to five cents for the heaviest current consumers. We could overcome that difficulty, perhaps, with a selling talk that would stress the superior advantages of the electric over the gas range. Our customers, after all, are not as concerned with cost of operation as they are in some communities. But the real bugaboo is the installation cost which runs, in this vicinity, as high as \$85.

"We had a crackerjack salesman out for a while on ranges but even he had to give it up. He had three sales at one time practically complete and finally lost all of them when he told the story of the installation cost. That's the trouble with ranges—they wouldn't be any more difficult to sell than refrigerators if you had nothing but a selling talk to make on the merits of the product itself. But when you are through selling the range you have got to start in all over again on selling the installation. It's almost like selling two appliances."

"DOES utility competition bother you on any appliances apart from ranges?" I asked.

"Not a bit," Mr. Jones said. "We sell more washers, ironers, and floor machines than the central station does. They just don't know how to go out after the business. They think if they maintain handsome showrooms that people are naturally going to insist on taking away their merchandise. But the principal of our business has been to go out after it. Not cold canvass, purely, because, we found that a lot of that brought in undesirable business from the credit standpoint, but following up store leads in the home and knowing, from our past experience with the people of Summit, just who would make the best prospects for a particular device

"We do a certain amount of campaigning, too. At present we are running a campaign on cleaners (Universal). One dollar down and one dollar and a half a week. We tie in with a circular, window and store displays and special outside effort during any of these particular campaigns. They have additional value in calling the attention of the people to our other merchandise."

"Is the contracting end of your business as important today as the appliance?" I asked.

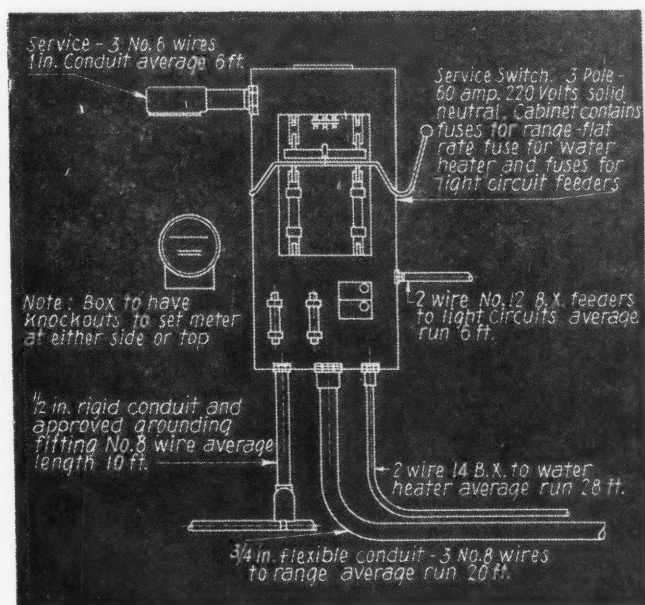
"No," came the immediate reply. "We still do about \$40,000 a year contracting but we think our greatest opportunity lies in the sale of appliances. We will not take any contracting job unless we can get at least 50 per cent added to the cost of the actual work. That is the only way to make it pay. The same holds good, in many instances on the appliance business. We will not do business unless we get 40 per cent margin to work with. With those rules in effect and with care in the matter of collections, advertising and sales expense we are making a good profit.

"And business is good."

Mountain States Power Companies

Adopts

Portable Wiring



EQUIPMENT SPECIFICATION FOR PORTABLE INSTALLATION

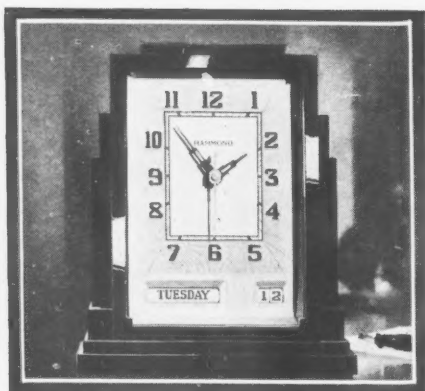
1. One A.G. combination two-circuit cabinet, Catalog No. HP-302-RTN, including:
 - One 60-amp. 3-pole, solid-neutral switch
 - Two lighting circuits
 - One range circuit
 - One water heater circuit
 - Fuses for each circuit.
2. Miscellaneous equipment and supplies:
 - One 1-in. nipple with conduit and cover for service entrance.
 - Twenty ft. of 3/4-in. flexible conduit with three No. 8 wires
 - From 20 to 40 ft. of BX No. 2 for water heater
 - Meter loop at either top or side of cabinet
 - One ground clamp
 - Twenty ft. of 1/2-in. conduit for ground wire

WHEN the electric range committee of the Northwest Electric Light Association this year recommended the adoption of portable wiring to facilitate the sale of electric ranges to renters, they were merely adopting an idea which has been worked out and successfully applied for some time by the California Oregon Power Company and the Mountain States Power Company, serving communities in California, Oregon, Washington, Idaho, Montana, South Dakota, and Wyoming.

The equipment meets national and state code requirements and in addition conforms to the civil law governing the removal of equipment from rented homes. It is sold for \$35 installed and can be removed and reinstalled at a cost which in no case exceeds \$5. In case the consumer moves to a residence which is already wired for electric cooking, it is provided that the customer may turn the installation in to the company for a credit of \$30.

The installation consists of a standard A.G. 2-circuit service cabinet containing a 60-amp. switch with branch blocks for two lighting circuits, one range circuit and one water heater circuit. Twenty ft. of 3/4-in. flexible conduit with three No. 8 wires for the range connection, 20 to 40 ft. of BX No. 2 cable for the water heater, a section of 1/2-in. conduit for the ground, a meter loop, and all the necessary fittings to attach this equipment in place constitute the remainder of the installation.

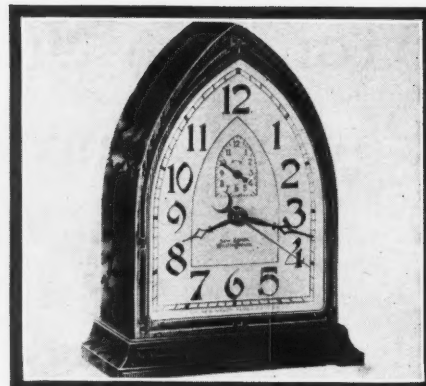
In recommending this plan for general adoption, the range committee pointed out that to comply with the requirements of Portland, Oregon, it would be necessary to increase the size of the conduit to 1 1/4-in. for the service wires and to 1-in. for the range lead. The switching equipment can be attached to a large board and hung with two hooks and the flexible conduit or rigid conduit, as the case may require, can be fastened to the house with screws and clamps, being very easily removed when desired.



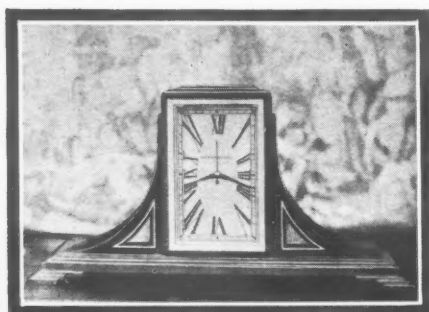
"Gregory" model of Hammond clock which is a combined clock and calendar. Retails for \$12.50



"Time-O-Lamp" clock and lamp with revolving shade, which serves as clock dial, \$23.50, complete.



New Haven-Westinghouse alarm clock in molded case, with or without radium dial, \$7.95 and \$9.45.



Manning Bowman mantel clock, mahogany finish with curly maple and silver-plated face, \$35.

Electrical

More Beautiful

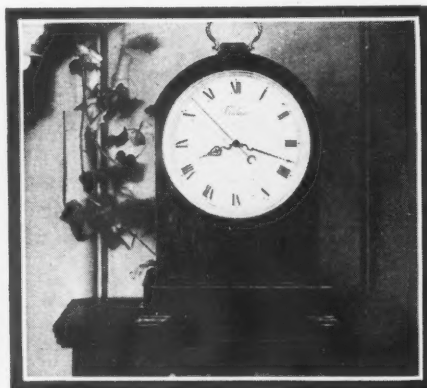


"Uniclock" which shows correct time all over the world, \$265.

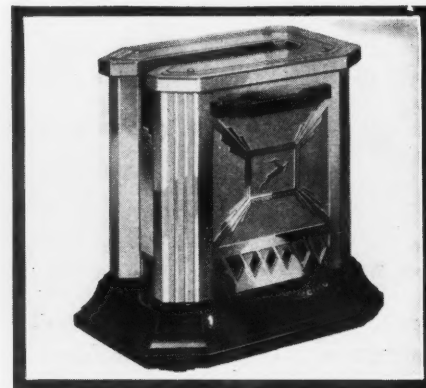


A new "beauty" appliance is this "Velvet-skin" padder, in orchid, green and prim-rose finish, \$5.

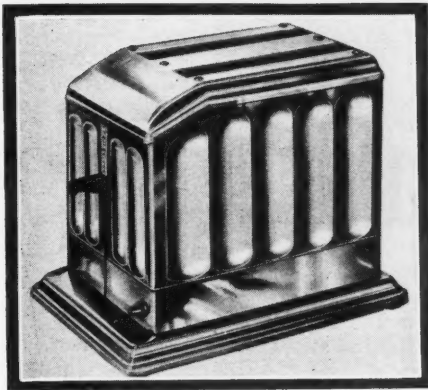
CHRISTMAS shoppers, this year, will have a wide choice in the selection of electrical gifts. With the urge toward more practical and sensible gifts, that will be of service all year through, the electrical gift is pre-eminently the one to choose! And never, it seems, have electrical things been so beautiful. Here are just a few of the dozens and dozens of electrical items that will be displayed in shops, against a Christ-massy background.



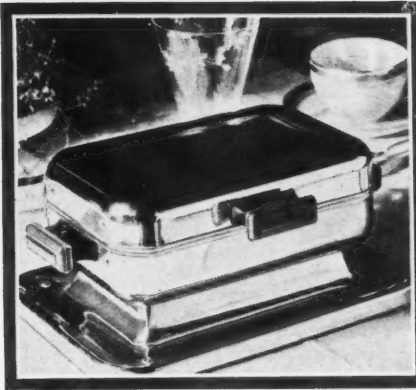
Of quaint design, this new "Tele-chron" retails for \$40.



Automatic "Hotpoint" toaster, chromium finished, \$12.50.



"Toastmaster" in two-slice model, chromium finished, \$17.50. The one-slice model is \$12.50



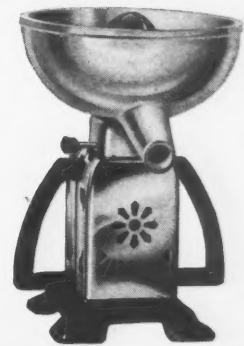
Sandwich toasters are extremely popular this year. Here is the "Everhot," \$12.50.



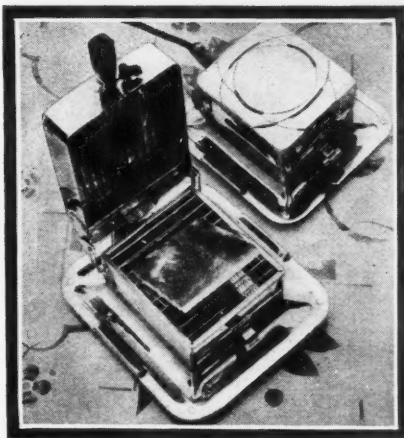
"Covington" urn set of Westinghouse, 8-cup size, nickel finish, \$29.50.

Giftware

Than Ever



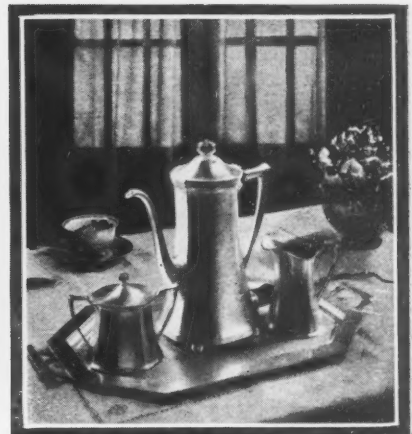
"Dormeyer" extractor, \$5.50, attachment for "Dormeyer" mixer, which is \$24.50.



Graceful in size and design, single slice Proctor automatic toaster, \$12.50



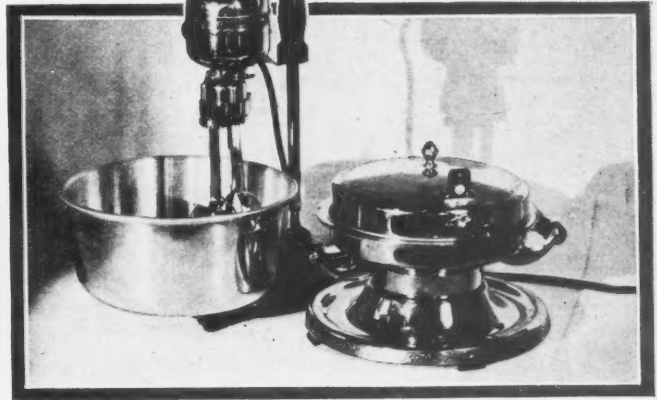
Handy little "Buss Light" that will clamp anywhere. Ivory or bronze finish, metal or parchment shade, \$3.



Always a favorite, the "Universal" chrome-finished, percolator set in "Farmington" design, \$65.50.



Something new in waffle irons is the "Waffledick," with iron and batter bowl one complete unit, \$19.75



Two extremely acceptable gifts, the "Fitzgerald" mixer, \$19.50 and the "Empress" waffle iron, \$12.

Working



HAWAIIAN
ELECTRIC COMPANY
*concentrates its selling
on customers able to buy*

EVERY month in the year a special sale—every day in the year a consistent canvass of consumers—this makes for the maximum of sales in the experience of the Hawaiian Electric Company. The cold canvass results in some sales, but above all else it develops prospects; the special sale is the time for closing and brings the deal to a head.

In the varied Oriental and white population of Honolulu only a certain proportion can be looked upon as prospects for the larger appliances. The sales department has divided the map of the city and the outlying territory served into some thirty districts, of which twelve are considered active. The remainder, on account of industrial development, or the Oriental standards of living maintained, are at least temporarily left outside the picture. The company has a total of 27,000 domestic consumers, from among which about 5,000 names have been selected as live prospects.

Each month a number of names are chosen from one of these districts and turned over to a salesman for his exclusive attention. Each day letters are sent out to some half dozen consumers in the territory of each salesman—and these he is expected to call on.

AT THE end of the month a new district is selected in rotation, so that each district receives attention every three or four months. As there are six salesmen altogether and as each makes an average of five cold canvass calls of this nature in a day, the list of 5,000 names is just about covered in a year's time. Each salesman has his own specialty (refrigeration or range, washing machine or vacuum cleaner), which is his main talking point in approaching the prospect, but in case he finds the housewife is interested along some other line, he reports this in to the sales manager who then places the name on the active prospect list in the new field, assigning it to one of the appropriate salesmen. Salesmen are not allowed to exchange tips in this fashion directly, but in order to secure a fair distribution and to equalize the work and opportunity, everything must pass through the hands of the central office.

By rotating the districts and salesmen, a great variety of approach is secured, so that no prospect is likely to be solicited for the same appliance twice over a long period of time, nor to be bothered by two salesmen on different lines simultaneously.

Letters are also sent to all who have completed payment on an appliance, not only suggesting other equipment in which they might be interested, but asking for prospects. Calls also are made on new purchasers to obtain suggestions as to others who might be interested.

The company maintains a domestic science depart-

A List



In the varied Oriental and white population of Honolulu only a certain proportion can be looked upon as prospects for the larger appliances

Part of the main showroom of the Hawaiian Electric Company

ment with special rooms on the third floor where range demonstrations and later cooking classes may be held. At present Miss Jackson of this department calls on every purchaser of an electric range within two weeks after purchase, following this up with a second and a third call where time permits.

In addition this department tests smaller equipment, such as waffle irons and percolators, which are not giving satisfaction, but on which no definite repair work is called for. It has been found that to rescue a small appliance from the discard by teaching the housewife how to use it successfully makes many friends and often establishes contacts which lead to more important sales. The greatest trouble is found with waffle irons, every third appliance turned in for inspection being one of these table heating devices. In consequence Miss Jackson has found it advisable to have mimeographed a set of rules for the successful use of the waffle iron. A printed card with useful instructions for electric range cooking has also been issued by this department. The card is punched with a hole at the top to enable it to be hung on a nail near the range.

In September or October of each year an electric cooking school is held in conjunction with one of the newspapers, at which a regular attendance of over 1,000 is not uncommon.

Prospects are obtained from among this group, as

well as from store leads, answers to letters and word of mouth reports from owners of equipment. The house to house calls result in about 5 per cent immediate sales, but in addition develop many expressions of interest which can be converted later into something more practically tangible.

Salesmen are required to come in every morning for a conference before proceeding to their work. At this time they are given any new leads and here they receive new inspiration and compare work and methods. After the required cold canvass calls are made, they are free to follow up leads of their own or those furnished by the office. These are not confined to any one district, but may take them into any part of the city.

In general, salesmen are developed from within the ranks of the company. The method of compensation has been a matter of study with the company for some time. It is felt that most satisfactory results have been obtained with former employees by giving them a salary with a small commission. Men obtained from outside, on the other hand, are apt to work better on a commission and guarantee basis. In reaching refrigeration prospects in the commercial field, where retail merchandising is almost altogether in the hands of Orientals, a Japanese salesman has been found most successful.

Other employees of the company are as a rule not brought into the sales picture.

Just Because



GALLOWAY

Price Cuts *have sold* Millions of Cars—

SOME months ago this magazine ventured the statement that it would be a good day for the washing machine business when the manufacturers had the courage to put the prices up. Apparently, we were not visited by the spirit of prophecy, for within the last thirty days a leading manufacturer has announced a washer to retail at \$79.50, which gives the trade something to think about. Will other manufacturers, always given to following each other, meet and cut even this price? Where will a general reduction in prices lead, not only in the washing machine business, but the specialty trade as a whole?

While it is true that lower prices have led to wider markets in the automobile business, it is highly questionable whether lower prices will increase the volume of washer sales. They must lead, however, to decreased profits for the washer dealer. The electric washing machine has always been marketed by creative selling—forced selling, if you will. Without profits enough to continue forced selling, is there demand enough to maintain washer volume?

We cannot escape the fact that the washing machine is a home service device only. It does not add to social standing, it has no luxury appeal, and no entertainment value. Even when a washer is desired it's purchase can be postponed and the clothes sent out. These factors have made persuasion by the individual salesman necessary and sales have been almost entirely due to his persistence in coralling the elusive signature.

Again and again large merchandising outlets, such as

department stores, have cut prices on washers and achieved an immediate rush of business, only to find that after the first weeks or months volume declined. They had cashed in temporarily on a demand accumulated through the activities of house-to-house work and home demonstration. This has also been the experience of the mail order houses. When, nearly three years ago, Sears and Ward opened their retail stores, they offered washing machines at the then unheard of price of \$79. Since then they have progressively reduced the price, until they are now selling washers at \$67. And these successive price reductions have not increased their volume of business. They are now adopting such specialty methods as free trials and using salesmen to follow up store leads—a tacit admission that price alone will not sell this product in the desired volume.

Specialty dealers, who have sold more washers than all other agencies put together, must have a product priced sufficiently high to cover their cost of selling. They are finding it difficult, if not impossible, to maintain their profits on the \$99 machine. They cannot sell cheaper washers and live.

Department stores and public utilities can and will sell cheaper washers so long as there is public demand. But how long will the public demand be maintained, if we abandon our present methods? The issue is not up to the manufacturers alone. The trade is vitally concerned to see that there is no price war among producers. Specialty dealers will be forced out of business or into the promotion of another line—refrigeration, for ex-

ample—and unless large advertising appropriations to create markets are employed as a substitute for the active market-creating work of the specialty trade, the agencies on whom the manufacturer now depends for selling his low priced washers—central station companies and department stores—will lose interest and we will hand over a profitable line of business to the laundries.

If the trade is interested in its own prosperity, it should protest against any such an action. Trade opinion, however, is by no means unified. As a quick cross section of the opinion of some of the larger merchandisers, *Electrical Merchandising* invited discussion. The replies follow:

New Features Needed—Not Lower Prices

With the present trend in educational and specialty merchandising, cooperation between manufacturers, distributors and dealers will have great influence in bringing the return of good business. Selling expenses, including advertising and salesmen's compensation, are running more per dollar of sale. Therefore, improved merchandising and selling methods are necessary to reduce the ultimate selling cost. It is questionable that further price decreases at this time would offset the advantages which might accrue to the manufacturer, distributor, dealer and customer through improved quality merchandise at existing prices. Such merchandise would enable all concerned to profit more advantageously on a per unit basis.

It would seem the industry now needs improvement and changes, including new features for the salesman to bring to his customers attention, instead of emphasizing price.

Now is a good time for all in the washing machine industry to build up to a standard which will permit greater profit to them and a better investment from the standpoint of the customer, and which will enable the salesman to make a fair return.

SMITHER MERRILL,
Toledo Edison Co., Toledo, Ohio.

Would Not Increase Sales

We do not feel that a washer priced lower than \$99.00 would materially increase sales to those who are sending their washings to the laundry or to those who are buying and exchanging washers at the current \$99.00 prices.

We do not believe that a lower priced machine could be sold on the dollar margin basis and show a profit with the present methods of selling on demonstration.

We think it would be better to keep the prices around \$99.00 and give a wider spread to the dealer so he could extend a longer period of time payment to the very poor people. Monthly payments of not over \$5.00 would enable them to own a better washer.

Both of our chain stores here who are advertising washers from \$64.00 to \$75.00 have been "shopped" and in both cases they showed and attempted to sell their higher priced washer in place of the ones advertised.

V. L. THOMAS,
Thomas Electric Co., Des Moines, Ia.

No Profit at Less Than \$99

Our organization has found out that it practically costs as much today to merchandise a \$99.50 washer as it does a \$165.00 machine and that there are distinctly two classes of prospects, one desiring the best that money can buy and the other looking for a good, sturdily built washer that will render a constructive and safe service.

It is not possible for the electrical specialty dealer merchandising nothing but electrical specialties to merchandise at a profit an electric clothes washer retailing at less than \$99.50. This is due to the fact that the salesman selling a washer is deserving of a fair commission, the machine has to go through the same office routine, especially collection details, as a high priced machine, it has to be serviced more than a high priced machine because it is

presumably not made of as fine a material and good workmanship and, further, that the assembly of the completed parts must be made as quickly as possible.

My candid opinion is that it is necessary for the once high tensioned, high pressure washing machine sales organization to surround itself with a number of other products, either in or out of the electrical specialty field in order to have a balanced trade and this, therefore, finally means that every electrical appliance dealer, if he is to succeed, especially under present economic conditions, must surround himself not only with electrical specialties but other items of merchandise that will enable him to derive a good portion of his overhead from other sources than electric clothes washers.

F. X. MEEHAN,
Meehan Electrical Appliance Co., St. Louis, Mo.

Costs Just as Much to Sell

There is not sufficient margin in the \$79.50 washer to justify its being pushed by the appliance dealer. The \$79.50 washer requires just as much selling, as much advertising, as much servicing and as much delivery expense as the higher-priced machine. Where store sales are the most important factor in selling washers, it is probable that the cheaper machine will enjoy some slight advantage due to price. That is, if customer is willing to regard the washer as a "wrap-up" article that he wants delivered. But

(Continued on page 63)



—Cutting Prices *will* Not Sell More WASHERS!

Show Business to Make



The time-honored formula for attracting attention is the demonstrator. Get a good-looking one, advises Gardiner Howland.



Health appliances, always attention-getters, lend themselves to the center of the show that precedes Christmas.

FIRING the first gun in the Middle West in the drive for Christmas business, the third Electrical Exposition of Commonwealth Edison Electric Shops, Chicago, drew 144,000 people in 12 days in September. The average number of people in the electric shops is 3,000 daily. The show jumped attendance to 12,000. Despite the fact that many of the exhibits were educational and much floor space was turned over to non-productive uses, the volume of store business carried on as usual, according to Gardner Howland, assistant to general manager of Electric Shops. A great increase was not expected at this time. The electric shop furnished the space, booths, decorations and publicity, and the forty-four manufacturers who partook supplied the personnel and the exhibits.

That it will take "show business" to make Christmas business this year is strongly indicated by the success of this pre-holiday display, which harks back for its idea to the Pageant of Progress held on the Chicago's municipal pier in 1921. That year, 100 depressed lines had

Needed

Christmas Business

this Year



Electric dishwashers are attracting increasing attention wherever displayed. At the Commonwealth Edison show they were given a separate display booth.

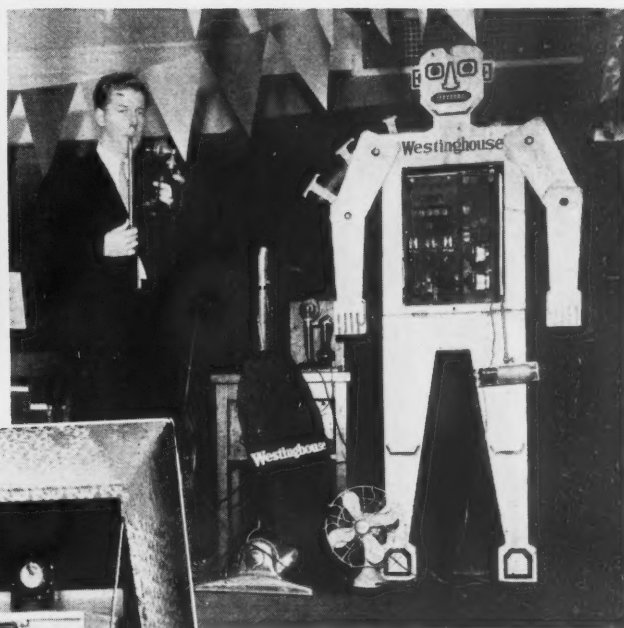
A range may look like a bulky object to do up in a Xmas package but in a window display it gets the idea of gift merchandise across admirably.

volume stimulated by exhibits which attracted existing purchasing power and diverted it to the desired channels.

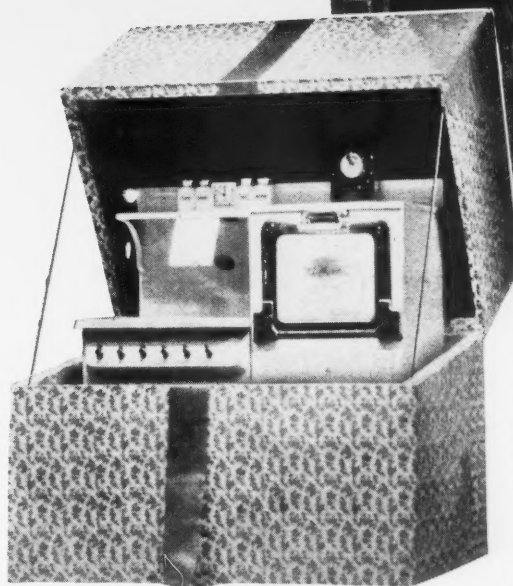
"It is my belief that a number of the exhibits prepared by manufacturers for this show are available elsewhere," said Mr. Howland.

"Booths revealing the processes of manufacture have been very popular in the show. Pretty girls are also a drawing card. There are plenty of girls available at the present moment and the wise merchandise manager should pick them for beauty where they face a crowd."

Samples of frozen dainties, electric train maneuvers, radio stars, and guessing games were features of the Chicago exhibit. Many of the ideas were pointed with the thought of getting names and addresses for future reference. When properly presented and checked later, many leads will be obtained, it was believed.



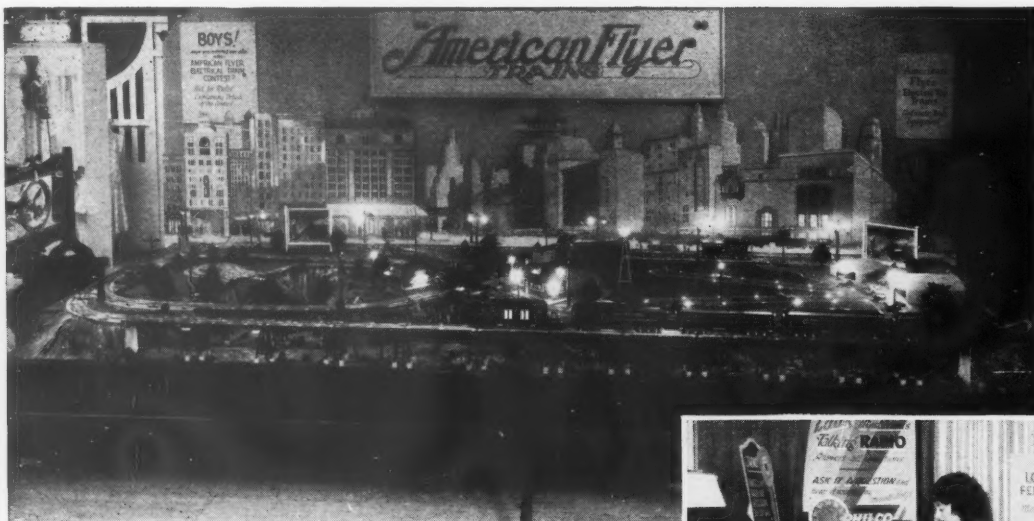
The Westinghouse mechanical man had a tremendous attention value at the Commonwealth Edison Company's little party.



EXHIBITS showing the new labor-saving and home economic devices are being stressed by The Davis Company, Chicago, popular-priced subsidiary of Marshall Field & Company. It is felt that out of the interest aroused through demonstrations made may be winnowed a harvest of orders.

A DISPLAY featuring radio sets in gift boxes of the same general type as used with smaller items was the backbone of Mandel Brothers department store Christmas display last year in Chicago. Of course, the gift boxes were only decorations. They carried out the thought that the radio itself was an ideal Christmas gift and should not be forgotten.

P. K. Romey, buyer, radio department, declares that radio is a natural Christmas gift and does not need any particular featuring for the holiday season.



The idea of using an electric train to catalog other gift suggestions is still good after five years.

The midget radio proved good "show" merchandise at the Commonwealth Edison appliance show. Anything that attracts attention is good for Xmas trade.

THIRD ANNUAL

Electrical Exposition

September 15-27

ADMISSION **free!**

Downtown Shop—Edison Building
72 West Adams Street

SEE

MYSTERIOUS TELEVOX—THE ELECTRICAL MAN
GORGEOUS ICE PALACE • MAGIC SUNLIGHT FILTER
RADIO STARS IN PERSON • LAMP DESIGNING & MAKING
LOOK FOR THE FEDERAL GIFT GIRL

SEE—Televox, the Electrical Man... the amazing electro-mechanical device that will answer the telephone, listen to his master's voice, and then execute his commands.

LOOK—for the Federal Gift Girl. She has valuable prizes for Lucky Young. Every hour she will choose the lucky one. Maybe it will be you! Be there!

EAT—delicious dainties free, in the gorgeous Ice Palace.

SEE—the new flashlight lamp... that does away with photograph powder... that is lighted by a flashlight battery, yet whose brilliance permits the taking even of undersea pictures.

CHILDREN—will be delighted with the complete automatic electric train set. Steam, switches, back-up, and stops automatically by remote control.

GLASS—how many hours a battery will burn, and win a \$5 flashlight. New guessing contest every day.

ASK—questions of the new and unique talking radio... you'll be surprised!

CHILDREN—should see the annual broadcast of the Air Jousts with Irma Glenn and Ernest Mitchell at WENR, every evening at 5:30 P.M. right here at the Electrical Exposition.

Daily—8:30 A.M. to 8 P.M. Main Floor, Edison Building—72 W. Adams St.

SEE—the colorful pageant of light that performs amazing magic before your eyes... watch the spectacular display in the panorama of lights is unfolded before you... invisible rays become mysteriously visible before your eyes... see the beautiful girl appear and disappear solely by the operation of electric light.

RADIO—stars from station WENR will appear in person and entertain on our specially constructed stage from 2 to 3 P.M. daily.

SEE—complete lamp making processes... choosing and designing... making plaster models... electric welding... the painting machine... finishing... shade making and painting.

NAME—the new Best Lamp, and win a \$10 prize.

MARVEL—in the spectacular electrical displays... the electric industry has contributed generously to this exposition... our entire main floor Electric Shop is beautifully decorated... every bit of space is taken up with exhibits... all in all... all with special demonstrations and lectures.

FREE—gifts and souvenirs to children accompanied by adults... hundreds of interesting rights for young or old... come early... stay as long as you like in our pleasantly cool Exposition (electrically cooled and purified air)... no admission charge.

A "teaser" campaign preceded the electrical position

THAT a father often bought toys for his children because of a secret desire to play with them himself was confirmed by executives of the American Flyer Company. This firm maintains a series of elaborate exhibits running from miniature villages to simple window sets. The sureness with which a tiny electric train draws a crowd as it flies about on its track has caused



the company to be deluged with requests from bankers, jewelers and all types of lines for loans of this apparatus.

One of the most effective uses of electrical trains was made by the Hartman Furniture Company in Chicago five years ago. Advertising placards put on the sides of the cars called attention to other merchandise being offered. In this way the prospective customer's attention could be called to a half a dozen suggestions which otherwise he might not think of. The use of this idea as a gift suggestion has spread widely since its origination.

A DISPLAY comparable to the blossoming of merchandise that generally takes place after Thanksgiving started off the season in Chicago, at the Commonwealth Edison Electric Shop. The "circus" angles of electric appliances such as Televox, the electric man, automatic electric train sets, colorful pageants of light, and radio broadcasting, attracted crowds and aroused interest in the gift possibilities of electric appliances.

THE power of a living figure to attract attention is being utilized by the Steiner Electric Company of Chicago, with its vacuum cleaner windows. In this instance the demonstrator is put in a clown suit, which gives him a holiday air in keeping with the season. It is estimated by the company that inquiries rise fully 20 per cent while the clown is in the window. This display was put on in a number of Chicago firms last year and is being repeated, this Christmas season.



Clocks the Christmas Flash

A TEN-FOOT counter of electrical appliances on the main floor of Chapman's Department Store, Milwaukee, can be depended on to do \$1,500 a week average during the month of December, says A. P. Cutting, buyer.

Clocks are selected for particular display on account of the appeal to all sexes and ages. Men buy them for office presents as much as women choose the chiming variety for home gifts, declares Mr. Cutting. Next come percolators, hair dryers and egg cookers in order of popularity.

Besides the ten-foot counter Chapman's has a third-floor lamp department and is extending their electric department into the new building.

"The public likes even-priced merchandise at holiday times," Mr. Cutting remarked. "Somehow the thought of a \$4.98 article seems unworthy. So \$5, \$10, \$15 and up are the prices, with \$10 the average."

Mr. Cutting advocates promotion of Christmas trees, tinsel, holly and any influence that gives an atmosphere of Yuletide spirit. Direct mail efforts should cease then, as it is overdone, he states.

A FEATURE of Marshall Field & Company's direct-mail campaign for the holidays is a booklet that makes gift suggestions for boys and girls, mothers and fathers, grandmas and grandpas, and all variations of ages and sexes. Originally brought out several years ago, its cross-indexing features proved a boon to Christmas shoppers, who were delighted to receive suggestions on what was appropriate. The pages are cut to be self-indexing for each group. The booklets are mailed out to charge customers and distributed from the counters.

"THERE are too many men dressed up like Santa Claus around the Christmas season," declares Henry Czech, assistant sales manager, of Julius Andrae & Sons, Milwaukee. "Seeing all these fellows blows up a child's illusion and spoils its good times."

The trend is toward electric toys, according to Mr. Czech, and their highly attractive movement lends itself beautifully to display.

BESIDES advertising Christmas tree lighting sets for other uses in the home in addition to the illumination of the Christmas tree, the Salt Lake office of the Utah Power and Light Company last year gave practical lessons to customers on how to create appropriate holiday decorations for their homes out of simple materials. Samples were made up of illuminated vases with flowers and of stars and other designs which might be used within or without the home and these were displayed in the windows of the company. In addition printed instructions for the construction of these articles out of materials purchasable at the 5 and 10 cent store were available for those interested. This year classes are to be given with an instructor who will show how to make the best use of light in Christmas decorating.



Spokane JOINS

FREE WIRING!

This is the most sensational offer we have ever made in conjunction with a sale of electric ranges.

It is for the man who rents and the man who owns his own home.

With every Westinghouse Electric Range purchased in this sale we include free of cost all necessary range and water heater wiring.

Now you may have any model Westinghouse Electric Range and we will do all wiring in your house

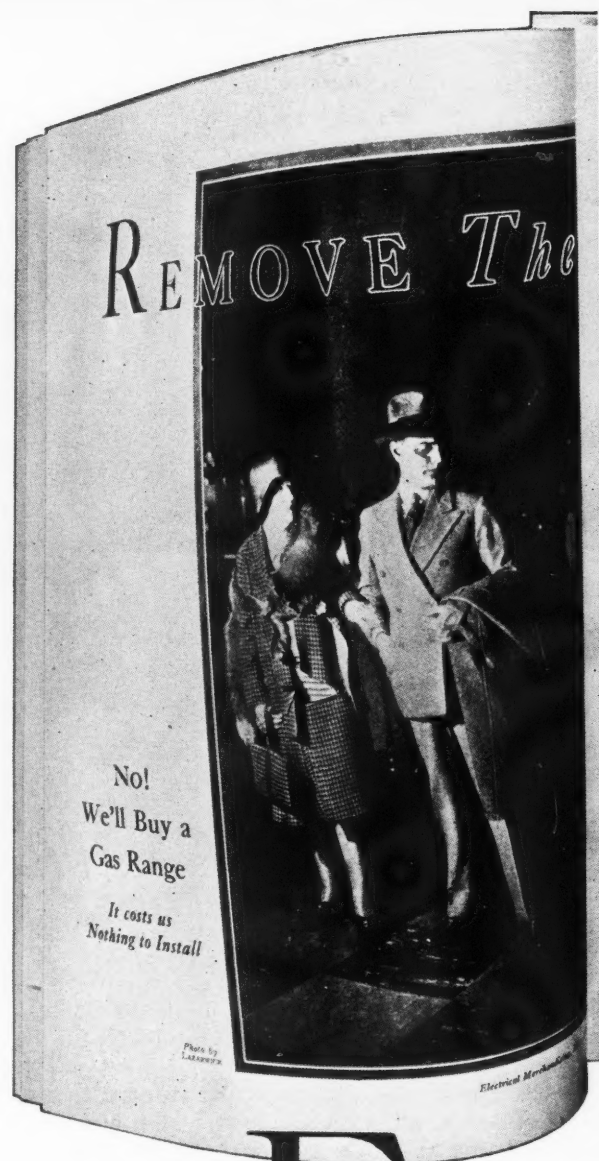
ABSOLUTELY FREE

THE WASHINGTON WATER POWER CO.

Electricity---to Serve You

THE most recent of the power companies to try out the idea suggested by *Electrical Merchandising* that the power company should pay for the wiring of electric ranges into the home just as the gas company pays for the pipes which carry the gas, is the Washington Water Power Company of Spokane, Wash. This company recently staged a campaign on Westinghouse ranges in which just such an offer was a feature of the terms.

The campaign was the second of the customary two drives held each year and on account of the depressed times and the fact that the sale came so recently after the close of the previous effort, it was thought necessary to make some outstanding appeal. That the offer



The FREE

of wiring by the company was greatly appreciated by the public is indicated by the fact that all previous records were broken; 797 ranges were sold in the two months from June 16 to Aug. 16, or 160 per cent of the quota. The spring campaign which had other inducements of small down payments and attractive terms resulted in the sale of only 528 ranges, indicating that free wiring was a large factor in the record made.

The experiment was intended to bring out just how important the cost of wiring was as a sales resistance in the sale of ranges. It was hoped also to open up a new and fertile field of range prospects among the renter class, who ordinarily do not buy ranges because they do not care to spend money in wiring the landlord's premises. As the number of rented houses which are wired grows, it is expected that a large sale of ranges will be opened up to subsequent tenants.

The special offer of free wiring was made only with the range which was being featured during the sale. Of the 797 ranges sold, 741 were entitled to wiring—and

By L. E. MOFFATT

BARRIER



Electrical Merchandising, May, 1930

IN LESS than three years the refrigerator has put more load building units on the power lines than the total number of electric ranges in use after twenty years of effort. With more than eight million wired homes served by companies offering range rates—last year the industry sold only 156,000 ranges.

Everyone of these millions of families cook. They eat. They buy their proportion of 3,000,000 gas, oil and coal ranges sold each year. Why don't they buy electric ranges also?

There must be a reason for this discouraging rate of progress. Many reasons can be urged. But in any study of the situation one factor stands out above others: there are too few sales outlets. To urge this fact is not minimizing the efforts of the utilities in their pioneering of the electric range. But the time has come to cease thinking in terms of pioneering by the central station alone. The time has come to enlist the whole trade in merchandising the electric range. If this does not happen—we might as well face it—the same trade that has worked with the utilities on refrigeration and other load builders may work against them on the range.

Merchants need merchandise. Therefore, many electrical dealers who should be devoting sales effort to the electric range have taken on gas ranges. Many others are looking with interest at pyrofax, phlogas and other competing equipment. Why don't they sell electric ranges too?

Is there a reason why ranges cannot be sold on the same basis as other electrical specialties? There is. The cost of installation.

It is the cost of wiring on the customer's premises that has put the electric range out of the class of merchandise in the sense that a refrigerator is merchandise, or a gas range. It isn't a clean cut purchase bought and paid for without the need for any further investment for connection to the service.

This is a serious barrier to sales.

And only the utilities can remedy the situation.

THE time has come, therefore, for power companies to recognize that if they want this load they must pay the cost of range installation themselves, treat the funds thus invested as a capital account and see up this policy to cover all ranges sold by all dealers.

It can be done. It is already being done. Some utilities now pay for range installation. But often they pay indirectly in the form of a reduced price applying only to ranges sold by their own forces. This burdens the merchandise department with a heavy expense, provokes criticism and prevents the vigorous load building of healthy competitors. If, however, range installation costs are considered a part of service extensions and paid for out of capital, the result will not only lighten the burden of pioneering and promotion, but it will greatly reduce the present ratio between investment in new domestic customers and revenue return.

An example makes this clear: the records of one company recently published, show an average investment in distribution line extensions of \$130 per new customer to obtain an average revenue return of \$33. To include range installation would increase the investment to \$173 but increase the yearly return to \$77.

Surely a policy that reduces the investment in a new customer from 3.9 years revenue to 2.3 years revenue is justified as good finance, good business and good sense.

EDITOR'S NOTE

In the May issue of ELECTRICAL MERCHANDISING we proposed that central stations, as a means of developing greater range sales, absorb the cost of installation on any ranges sold in their territory. In succeeding issues we published numerous letters from prominent utility men, jobbers and retailers commenting on the plan. The experience of New England companies in this activity has been reported. We now report the entrance of the Pacific Northwest into free range wiring.

By C. Grunsky

Range Wiring Group

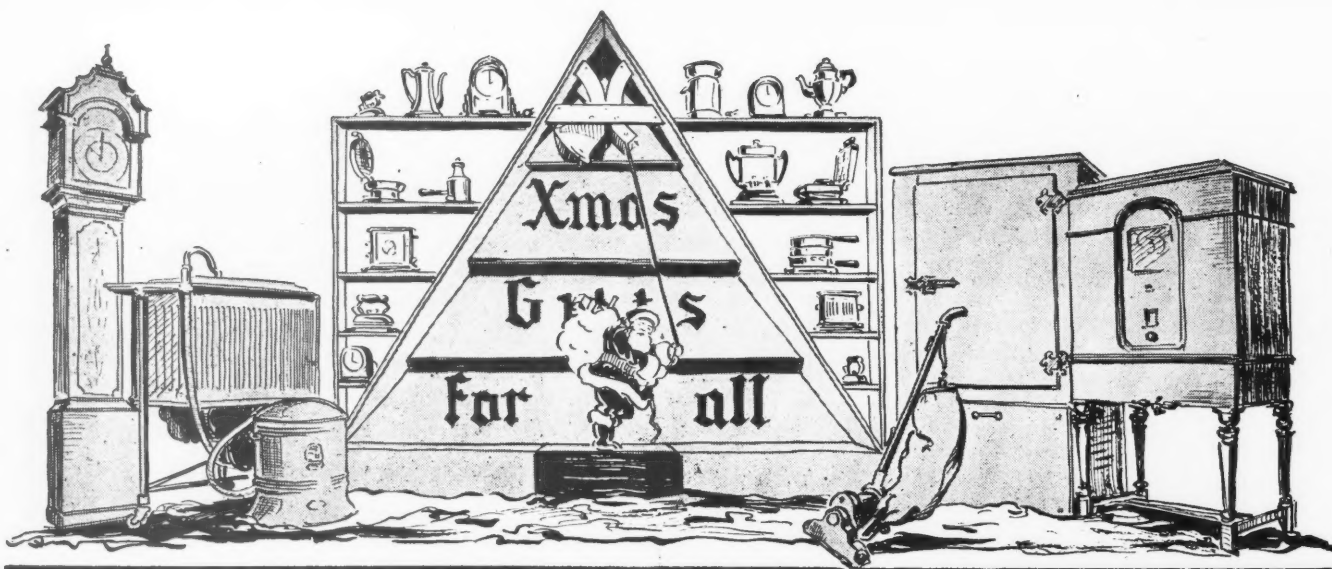
of these 443 purchasers were in homes which were not already wired. The remainder were given a straight 10 per cent discount from the sales price. This was considerably less than the cost of wiring the home would have been, but was accepted without complaint. It was explained that part of the purpose of the sale was to obtain as many new wired homes as possible.

The wiring of the 443 homes cost on an average \$37.50 per job, which included, in all cases, wiring for the water heater as well as for the range. The wiring was farmed out to electrical contractors on the basis of cost plus 25 per cent. In some few cases where there was no electrical contractor in small communities the company found it necessary to do the work itself, but wherever possible the regular policy of co-operating with electrical contractors was carried out.

A \$1 down payment and a moderate allowance for old equipment were other features of the offer made. Advertising was confined to daily and weekly papers, plus a single piece of direct-by-mail literature.

The cost of the wiring and other expenses of the campaign were charged direct to merchandise sales, so that this rather unusual feature in no way affected any account other than the net merchandising revenue. Up to this time, the midsummer campaign has resulted in fewer sales than the spring drive. The large number of sales achieved through this free wiring offer, however, resulted in a volume of business which offset the extra cost, so that in spite of the additional burden of the \$16,600 for wiring, the campaign was conducted without any actual loss to the company. In other words, some 800 ranges, representing an annual revenue well in the neighborhood of \$50,000, were added to the lines of the company without cost. In addition a large number of rented homes were wired which it is hoped will markedly reduce sales resistance to the tenant group of prospects in the future.

The Washington Water Power Company now has 13,000 ranges in use on its lines, a saturation over its entire territory of about 27 per cent.



A Christmas ACTION WINDOW

From the Notebook of the Designer

HERE is a Christmas window that stands every test. In the first place, it attracted so much favorable attention and gave so many useful suggestions, that it paid exceedingly well. It was truly a success in every sense of the word.

Not only is there *action* and color to draw attention, but the sound of a sweet-toned bell naturally stops the most preoccupied and hurried passerby, creating a novel and seasonable note in the art of window attraction. Then, when the eye is drawn to the source of the sound, it sees a highly dramatized miniature stage setting, which carries out the Christmas spirit in a very unusual combination of human interest and merchandising effect.

The above drawing is one from the album of E. J. Donnelly, Commercial Agent of the Queensboro Gas & Electric Co., Far Rockaway, New York. The sketches of the animating mechanism are by Dave Congress, display manager for the Queensboro Co., who designed, built and installed this unique Christmas presentation of electrical gifts. The sketches are largely self-explanatory. However, a more detailed description of the home-made flasher box may be useful in order to understand its construction and use.

Secure from a lumber yard a piece of turned pole, approximately three inches in diameter and eight inches

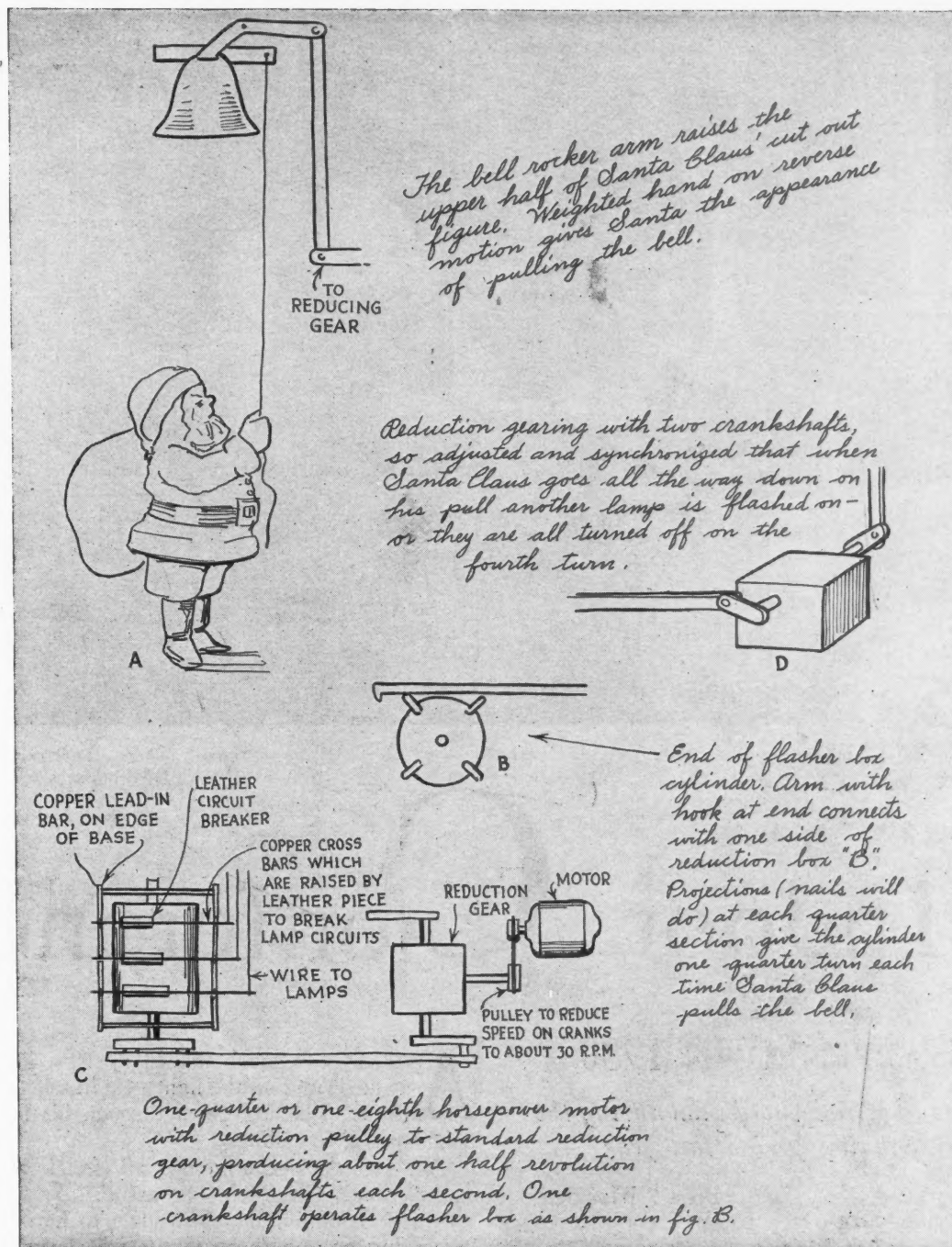
long. Into each end, dead centered, place dowel sticks to act as shafts. One dowel should extend about three inches to carry the wooden wheel with its four pins. Then, make a wooden box four inches wide, four inches high and eight inches long, inside measurements. Drill bearing holes in both ends of box, so that when a ruler is laid across the top of box the round wooden piece rotates slightly under and does not touch.

Then, nail a length of small flexible copper or brass tubing along one edge of the box, soldered to a lead-in wire. Next, cut three six-inch lengths of the same tubing, and solder to one end of each of these cross tubes a wire leading to a lamp in each of the three shadow boxes. Behind the word "Xmas" is one shadow box, another back of "Gifts" and another back of "For All." Hence three connections from flasher box.

THE three cross connections are held in position by a nail on each side at both ends. One end rests on the lead-in tube (when circuit is closed) and the other end on other edge of wooden box. To complete flasher box, cut strips of leather and tack them on as shown in sketch, so that at the first stroke of the bell, the shortest piece of leather, which is holding the cross bar up and away from the lead-in, is rotated from under the cross bar and

A unique action Christmas window display. Whimsical old Santa vigorously pulling a bell, a Christmas color scheme in green, red and silver; "Xmas Gifts for All," flashing on one word at a time; plus a very complete variety of electrical gifts to complete the flashing story.

Color....Action...



allowed to drop on lead-in, thus closing the circuit to lamp in shadow box behind the word "Xmas." At the second pull of the arm another quarter turn is made, rotating the next longer strip of leather from under its cross bar; then the word "Gifts" is illuminated. The same with the next word. When the fourth quarter turn is made, all three leather strips are rotated to the top, thus raising the three cross bars, turning off all three lamps at the same instant.

A little experimenting will determine the correct length and position of each leather strip, in order to bring each successive flash at the instant when Santa reaches the bottom of his pull on the cord—seemingly

he turns the lights on and off with each yank.

Of course, it will be observed that the bell crank pulls Santa, although apparently it is the other way. His hand may be weighted for the down motion. Shadow boxes are not shown, as they are the simple, usual type, with translucent letters in front. As both crank arms are actuated by the same shaft of reducing gear, perfect synchrony is possible by tinkering with length and position of leather strips until they lower and lift cross bars making and breaking circuits at the right fraction of a second, in order to render the illusion that Santa is pulling the lights off and on. Sandpaper contact points occasionally to remove deposit.

Sound Light . . .



Long indoor conferences are taboo this year

Less Indoor Conferences

IT HAPPENED IN 1930

4,937 more appliances sold than during the corresponding period last year

Appliances Sold	First 7 Months		
	1928	1929	1930
Air Heaters.....	221	265	201
Oil Burners.....			45
Clocks.....	24	42	259
Cookers.....	78	276	390
Exercising Machines.....		31	23
Fans.....	313	446	937
Grills.....	21	87	102
Heating Pads.....	306	400	609
Hot Plates.....	206	186	181
Irons.....	3,291	3,375	3,729
Ironers.....	111	99	151
Lamps, Table.....	205	174	129
Percolators.....	507	433	781
Ranges.....	1,086	879	1,617
Refrigeration.....	945	1,326	2,002
Toasters.....	1,854	1,308	1,566
Vacuum Cleaners.....	1,090	1,261	2,075
Waffle Irons.....	1,590	1,027	1,031
Washers.....	1,246	1,859	1,621
Water Heaters.....	62	115	212
Total	13,740	14,241	18,178

A WOMAN'S halloo floated up to a lineman's ears as he swung on the light pole in a little Minnesota town. Looking down through his belt he saw a neighbor's wife calling.

"We are considering getting an electric range. What do you think about it?" she asked.

"Good Grief!" yelled Bill down to her. "Don't you know that one of those things will burn up a lot of juice? Why don't you gold plate your door knobs if you're so anxious to get rid of your money?"

This incident, related by an executive of the Northern States Power Company, Minneapolis, was just what was likely to happen in any of the 537 Northwest cities and towns served by this corporation. Before an educational campaign took place among the employees, prospective customers were misguided as often as not by workers who talked without knowing their subject.

Problem 1—Education. The fact that sales for the first seven months of 1930 were 28 per cent ahead of 1929 indicates that the "education took."

The year 1930 dawned no brighter for the Northern States Power Company than for anyone else. Besides the far flung educational problem, H. E. Young, General Sales Manager, had a partly reorganized sales department to whip into shape. How the organization proceeded to sell 18,178 appliances during the first seven months of 1930—4,937 more than the same period in 1929—is worthy of analysis. If business was going to

be had, it was argued back in the dark months of January, it would have to be obtained through some tactics in working the salesmen. There were no new inventions to exploit, no new properties to make a showing, nor untapped reservoirs of business. Manpower must do the job.

Problem 2—Handling salesmen. As with many utilities, the merchandise department of the Northern States Power Company for years had been a place to transfer men, regardless of sales training. Until 1928, many of the outside salesmen knew more about merchandise than their chiefs. Thirteen transfers out of a possible twenty among the local merchandise managers insured a capable, understanding salesman heading each department. They would "get" instructions sent out and be able to follow them.

NEXT it was decided that while the district representative or meter reader salesmen might be ideal for small communities, his type would not be a success in a

city the size of Minneapolis, with approximately 115,000 resident customers.

"People in the city demand and appreciate expert information," stated H. G. Huey, merchandise manager. "They want to talk to the specialist and save their time. As a consequence, we have Minneapolis broken up into seven departments, as follows:

Washer Department, including ironers; Cleaner Department; Small Appliance Department; Refrigerator Department; Electric Range Department; Electric Water Heater Department; Oil Burner Department.

"A supervisor is in charge of each department. We have approximately twelve men selling refrigerators and nine on electric ranges. Ten are selling oil burners, which are seasonal. Of the crew of about 200 outside men, about 50 are good producers, 100 are fair, and 50 are getting by. We hold one sales meeting a week. An important feature is the fact that men are never allowed to forget the kilowatt-hour chart. Each manager is judged chiefly by the load that he puts on the line, and he knows it.



H. E. YOUNG
General Sales Manager,
Northern States Power Co.,
Minneapolis, Minn.

"Let the dust gather on your office chairs" is the slogan that helped break the selling record

.....More Outdoor WORK

A
Lean-Year
Policy
That Helped
the Northern
States Power
Company
to Break Their
Record for
Merchandise
Sales



"In the small communities, the men sell everything. Occasionally a specialty man is sent out, but people in smaller towns are friendly folk, and a personal contact counts for a lot."

Problem 3—What to sell in a lean year next attracted attention. It was believed that appliances with an economic angle had the best chance, and electric refrigerators, ranges, washing machines and cleaners were listed in order as necessities. The luxuries were avoided. Of course, it is the company's policy to stress any merchandise which has been in stock six months or longer, but aside from this, merchandise was picked to fit conditions.

From February 15 to April 15, the men concentrated on electric refrigeration all over the properties. The quota of 645 units which was 10 per cent over 1929, was exceeded, 1,247 being sold. As warm weather came on, attention was turned to ranges, and again instead of the quota of 1,504, some 1,817 were sold.

Problem 4—Sales tactics. The keynote of the year lay in the words of H. E. Young:

"Get out and mix with people," he advised the men. "Let the dust gather on your chair at the office. Remember that 25 to 30 per cent of your business is accomplished after office hours. Don't forget that in a year when there is less business to go around, the fellow who is johnny-on-the-spot will get it."

But good advice alone was not depended upon. Realizing that the average man cannot visualize what to do, explicit instructions on what to do *each day* were issued in portfolio form. Look at some of them:

- April 1—Check over campaign prospectus. Insert folder in bills.
- April 2—Check sales for January, February, March. Don't pass up any sales, thinking you will get them later.
- April 3—Check prospect file. Arrange for mail follow-ups for each prospect.
- April 4—Request list of prospects from each salesman.

And so one. If the local merchandise manager followed day by day instructions, he couldn't miss. Furthermore, the co-ordinated efforts of the entire

organization pulling along one line all at once had its effect.

"The advertising will pave the way," the portfolio declared. "The cooking schools and demonstrations will prove our statements. The special prizes and allowances will be part of the inducement to cause the customer to buy now. Prizes to the sales force will spur the men on to action. And remember—when a lighting customer becomes a cooking customer, he uses four times as much kilowatt consumption."

No stone was left unturned. At division meetings the employees were coached, at demonstrations the public was reached. Even kodak pictures of the homes of satisfied users were taken. The quota was broken down so that each man knew just what was expected of him monthly. Salesmen were equipped with all necessary information. A woodpecker club (use your head) was organized. Even wives and sweethearts were remembered by prize offers for the names of prospects who became purchasers. With so much business done in small communities after working hours, it was felt advisable to get feminine co-operation so that the

One of the forms used by the salesmen to give them a more intimate knowledge of conditions in the prospects home.

men might work evenings.

In closing sales the men were permitted to offer an allowance of as high as \$25 for the customer's old range. They were warned that commissions were not paid on allowances. The result was that the men held down on their offers, often getting the sale with an allowance of only \$5 to \$10.

Of course, the range campaign was accompanied by a barrage of doorknob hangers, folders, direct mail and advertising. As orderly as clockwork it moved ahead. The season was bad, all around were cries that business couldn't be done. The figures shown with this story show that it could.

And, in the final analysis, it was the only method to get the business that could possibly succeed. Times were bad—acknowledged. Money was scarce—understood. To expect, then, that your customers are going to go out of their way to buy devices that even in prosperous times need active promotion, was to commit business suicide. It was a candid recognition of the exceptional conditions existing and a vigorous program of hard work that overcame them.

"Let your office chairs gather dust," had brought results.

George Westinghouse

Memorial Dedicated in
Schenley Park, Pittsburgh



IN THE early days of the industry when the electric motor and the alternating current system were new inventions, I recognized in George Westinghouse those genuine elements of greatness destined to live long beyond the span of mortal years. He was more than a great man—he was a true friend. He was an inspiration and an advisor to me on many occasions in those early days. He rose to power and remained the friend of thousands.

Where exists a more splendid testimonial to his human greatness than this magnificent shrine—built by Westinghouse employees—sixteen years after his passing. And what truer interpretation of all that Westinghouse means to modern life than that a boy—the American youth—should occupy a dominant position in this memorial just as he always must in the hope of the nation. The true significance of the memorial is that the spirit of George Westinghouse still lives not only in the organizations that he built but wherever industry and engineering are found throughout the length and breadth of the world.

James H. McQuay

UNUSUAL - and

A PLAN THAT SELLS WHOSE NORMAL BUSINESS IS

Dealers everywhere have hailed with enthusiasm the discount features of the new Eureka franchise. And naturally—since its liberal purchase terms enable them to enjoy *quantity discounts* on a quality vacuum cleaner without quantity buying!

But even more important to dealer success is the new Eureka Merchandising Plan, which is producing greater sales volume, increasing net profits, and developing a permanent, dependable market for the future in scores of territories in which it is already operating.

Following are some of the features of this franchise which should be of immediate interest to any merchant whose annual vacuum cleaner sales amount to 100 units or less:

1. A generous allowance (in proportion to the number of cleaners handled), which the dealer can apply for local advertising, as commissions to salesmen, or whatever form of sales promotion meets his local requirements.
2. A plan which makes it profitable for the dealer to concentrate on the great and growing replacement market—by helping him to liquidate his investment in old cleaners taken in trade.

EUR

VACUUM

DISCOUNTS more

CLEANERS FOR DEALERS LESS THAN 100 UNITS PER YEAR

3. A strong, continuous program of national advertising—reaching a high percentage of wired homes in every section of the country, and steadily strengthening public acceptance of Eureka quality.
4. Free instruction for sales people, and factory assistance in temporary campaigns or permanent resale operations.
5. Local newspaper advertising service, literature, window and store display—providing a complete program of selling helps which most strongly influence prospective buyers at the point of sale.

Let our field representatives show you the possibilities of the vacuum cleaner market that can be sold in your community with our cooperation—duplicating the success already achieved in so many other territories. Simply mail the coupon and you will receive detailed information promptly.

EUREKA VACUUM CLEANER COMPANY
DETROIT, MICH., U. S. A. (633)

Largest Manufacturers of Vacuum Cleaners in the World

Canadian Factory, Kitchener, Ontario. Branches: 8 Fisher St., London, W. C. 1, England; 299a-301 Castlereagh St., Sydney, Australia

EKA

CLEANER

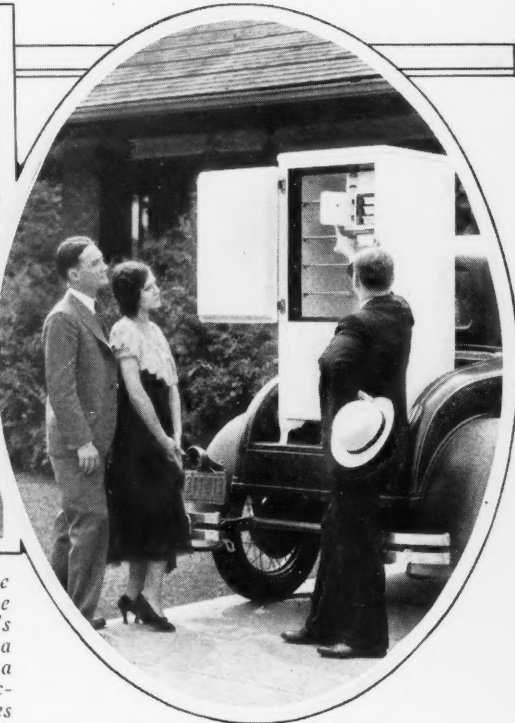
EUREKA VACUUM CLEANER CO.
Dewey Ave., Detroit, U. S. A.

I sell about _____ vacuum cleaners per year. Without obligation, send me for inspection the new franchise best suited to my business.

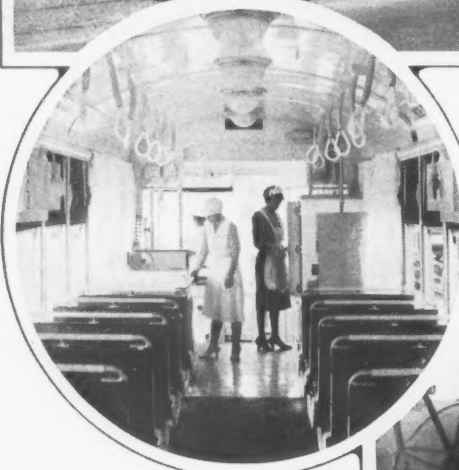
Type of Business: Hardware _____,
Department Store _____, Electrical
Supply _____, Furniture _____.

Firm Name _____
Address _____

ALL IN THE NEWS



A new twist in educating the public to electric-cookery. The El Paso Electric Company's new "Rolling Kitchen"; a street-car equipped with a miniature kitchen and an electric range which prepares snacks for commuters.



How the interior of El Paso's "Rolling Kitchen" looks. Home economists from the central station do the cooking, demonstrating. Note the refrigerator also on the right.



Carl Smith, wholesale representative for the Norge Distributing Corporation (Michigan) shows a dealer how to use his Ford to carry a Norge to the prospect's door. The addition of extra batteries concealed in the body will make it possible to show the refrigerator in operation.

Walter J. Conlon's plans to keep his oldest boy, Tom, on the jump via airplane. Off for the west with Lee Cox, division sales manager for the Conlon Corporation.



The new Westinghouse Club glider "Electron" on its initial flight. Thomas Spooner, assistant director, research is christening the ship while Captain Donald F. Burr is at the controls. Ruth Smith, sponsor of the craft, is at the left.



Will Price Cutting Sell More Washers? (Continued from page 47)

the washer, after all is a specialty appliance, requiring, primarily, specialty selling methods which means a higher unit selling cost. If the margin is not there in dollars to take care of this additional cost, the dealer, is going to be left holding the bag.

I think, too, that the sales of lower priced washers will cut into the market for higher priced machines.

If store sales and outside selling is going to be concentrated on a low-priced washer it is going to have considerable effect on the sales of more expensive machines. And price-cutting, as such, in the washer business will do more to hurt trade than anything that I know of. In a specialty sales organization such as the Morison Electrical Supply, operating through a number of stores throughout the metropolitan New York district where better than average incomes prevail, we have found that it is just as easy to sell a washer for \$150 as one for \$99 or even \$79.

It would seem to me that the tendency to lower prices in the washing machine industry is not going to have all the beneficial effects that are commonly supposed. It may mean an increased volume of store sales over a short period but in the long run it can only mean a decline in the total dollar volume of washer business, and decreased profits for the electrical dealers.

CHARLES T. MORISON,

President, Morison Electrical Supply Company, N. Y.

\$100 Right Price

It is my impression that the lowest economic point at which washers can be sold with any kind of a profit to the retail dealer, is just under a hundred dollars. This is particularly true where they have to be sold from door to door by men operating on straight commission.

On the other hand, there seems to be a growing field for the midget type of washer, such as the Whirldry which sells at around \$50.00 and is peculiarly adapted to the limited needs of a small family living in tabloid apartments. In a territory like Chicago, for example, where approximately 70% of our residential customers live in apartment buildings, I would not be surprised to see the sale of small washers ultimately reach a figure far in excess of the larger type of machines. However, throughout the country at large there will always be a considerable demand for the larger and more expensive types of washing machines, although the technique of selling will have to undergo some revolutionary changes before we can hope to do a really big job on the sale of this and other major devices.

E. A. EDKINS,

General Manager of Electric Shops,
Commonwealth Edison Co.,
Chicago, Ill.

No Money in Cheap Washers

Answering your telegram of October 9, we wish to say that personally we do not see the need of a washer to sell at \$99.00. In our experience there could be no money made on a washer at \$79.00 because the operating expenses duly charged against such a machine would cut down your dollar margin close to cost price.

We sometimes feel the need for a cheaper machine to meet competition of chain stores, to be used more as an entré. At present we are using our demonstrators for this purpose, marking them down. But we sell very few of them. Our salesmen in every instance, after getting into a home, sell a washer costing from \$125.00 to \$175.00.

W. A. WRIGHT, Secretary,

W. H. Wright & Sons Co. Department Stores,
Ogden, Utah.

Volume Could Be Obtained at Higher Prices

(1) The need for washers retailing less than \$99 has grown in demand, because of the manufacturers and distributors forcing the prices down, for no other reason than to promote a volume of sales that could have been obtained at the higher prices.

(2) Up to this time, I do not know of any cheaper washer or sale washer that can provide a dollar margin to cover the actual sales expense, and we, like a great many dealers, are becoming very much dissatisfied in the promotion of this kind of article.

(3) Extreme lower prices have already affected sales of higher quality washers and it will take considerable effort to sell to customers on the basis that they ought to pay more for a washing machine when everyone is advertising the cheaper washer, and howling about its wonderful value from all points of sales argument.

WILBUR D. DAVIS,
The Halle Bros. Co.,
Cleveland, Ohio.

Utilities, Too, Need Merchandise Profit

Records show that the sales of the cheapest automobiles are nearly nine and one-half times as large as the sales of medium priced cars, and sixty-two times as large as the sales of the high priced cars.

Statistics show a similar condition in many other lines of goods; all because those who are compelled by circumstances to pay lower prices, far outnumber those who can afford the higher prices.

It is fair to say that most washing machine buyers will be found among the people who buy the lower priced automobiles—if any—and other medium priced goods.

These people are careful buyers. They insist upon good, durable quality at a fair price. They cannot afford to buy "cheap" goods.

If a good, durable washer can be made and sold for less than present prices, it will be another answer to buyers' complaints that electric appliances are too high priced.

If the lower priced washer is to increase volume of sales, it must be more than just a cheap machine at a cheap price; it must be obviously a good, durable machine at a low price—it must be a bargain.

The quality must be so good and the price so low as to increase the volume of sales sufficiently to offset the smaller margin of profit, because the merchandise profit on washers is the only factor, other than a broader service to customers, to induce central stations to sell washing machines, as the current consumption is very small.

F. D. PEMBLETON,

Public Service Electric and Gas Co.,
Newark, New Jersey.

Will Seriously Affect Higher Priced Washers

In my opinion, the reduced prices for washers now being offered by several manufacturers should definitely stimulate the washer market and I know of no cases where a market has been injured by the announcement of lower prices and greater values to the consumer.

Retailers who have followed the time worn practice of selling washing machines by the demonstration method will have to readjust themselves if they expect to make a profit on machines selling substantially below \$100.00. But, in my opinion, the American housewife is thoroughly convinced that any washing machine will do a satisfactory washing job and I don't believe that demonstrations are any longer necessary.

If the retail trade can come to some general conclusion on this subject and adopt a sensible practice in connection with demonstrations, I believe they will gain both through a larger volume of business and reduced selling expense.

This comment may not apply to the spinner type of washer which is gradually making its way into the washer field. In this case, undoubtedly, the manufacturers will find it necessary to hold their prices high enough to adequately cover the cost of field demonstrations until such time as women are convinced that the spinner type of drying operation is entirely practical.

There is no question in my mind but that the present trend to extremely low prices on washers will have a serious effect on the sales of higher priced washers unless they have special sales features not incorporated in the lower priced machines.

M. E. SKINNER, Chairman.

Niagara Hudson Merchandise Committee, Buffalo, N. Y.

Must Change Selling Methods

Figures indicate 67 homes out of each 100 are without electric washing machines. During the past two years I understand 20 per cent of the electric washer sales represent a price class of less than \$99.

I am of the opinion these figures indicate the opportunity for broader distribution of washers at the lowest price quantity production can make them in the best and most economical fashion.

To profitably merchandise lower priced washers, selling methods must be changed and if the low priced washer is merchandised on a basis which will provide washers to the consumer in the most economical manner, both the seller and the purchaser will benefit from low cost production.

Regarding the effect of low priced washers on the sales of washers of higher price, I do not believe they will have any particular influence among the class of people purchasing washers selling above \$125.

HARVEY A. KEYS,

Manager, Merchandise Division Sales and Advertising Dept.,
Byllesby Engineering and Management Corp., Chicago, Ill.

All Quiet on The

Now WISCONSIN UTILITIES

Must Keep Separate Merchandising Accounts

No. 606 A

Published August 16, 1929.

AN ACT to create section 196.635 of the statutes, relating to the sale of appliances and other merchandise by certain public utilities.

The people of the State of Wisconsin, represented in Senate and Assembly, do enact as follows:

Section 1. A new section is added to the statutes to read: 96.635. Every public utility as defined in subsection (1) of section 196.01 engaged in the production, transmission, delivery, or furnishing of heat, light or power either directly or indirectly to or for the use of the public shall keep separate accounts to show all profits or losses resulting from the sale of appliances or other merchandise. No such profit or loss shall be taken into consideration by the railroad commission in arriving at any rate to be charged for service by any such public utility.

Section 2. This act shall take effect upon passage and publication.

Approved August 14, 1929.

WISCONSIN, often in the eye of the nation with new and unusual legislation, puts into effect New Years day, 1931, a law requiring separate accounting by the utilities on their merchandising activities. Profit or loss on these departments shall no longer be taken into account in determining rates. The law provides:

1. All public offering for sale equipment such as gas and electric ranges, appliances and other electrical equipment, must keep separate books for their merchandising business. These accounts must show all sales of merchandise.
2. All charges for advertising articles offered for sale by public utilities must be charged to the advertising account.
3. All storeroom space, either for storage or display for sale of equipment must be paid for as a merchandising charge.
4. All labor in any way connected with the sale of equipment must be charged to the merchandising account.

Uncontested by the utility lobbies, and without attracting particular attention from electrical dealers, the bill slid through the 1929 legislature.

No Change in Mer Foreseen as Utility ing Law Is Order

"There will be no change in the type of appliances pushed," stated J. E. Gray, auditor, Wisconsin Power & Light Company. "The rumors that Wisconsin merchandise departments would switch attention to longer profit items in order to make a showing are incorrect. We will continue to push load builders as before, even at a loss if necessary. Of course more will be charged against merchandise. Some items deserve to be charged as new business. Even if utilities did not sell merchandise they still would show it, you know. It is my opinion that they would turn their electric shops over to any dealer who could be depended on to put a load on the line."

Merchandise sales have been separately accounted for since 1919 by the Milwaukee Electric Railway & Light Company, the state's largest utility.

Asked for a statement, G. W. VanDerzee, vice president, took pencil in hand and wrote the following:

"From a preliminary reading of the order, it appears that our accounting procedure will be materially changed. We contemplate no change in our merchandising policies."

Executives of this utility maintained that the real competition given electrical dealers was coming from department stores and not from utilities. It was protested that the central station is forced to pioneer items, such as water heaters, which have not yet won complete public acceptance. Furthermore, to prevent inferior equipment from getting on the lines, certain goods must be carried.

At hearings before the railroad commission the utilities contended that a considerable share of the costs incurred in the sale of merchandise was for the purpose of promoting the use of electricity and the appliance was merely the device by which it was consumed. Even if the utility sold no merchandise, representatives said, it might very well conduct general advertising and demonstrations to acquaint customers with methods for using electricity.

LITTLE or no difference in rates is looked for by the commission, whose job it is to enforce this law. According to George G. Mathews, director of statistics and securities division of the commission, the only effect for the present will be more bookkeeping on the part of the utilities. "I feel," declared Mr. Mathews, "that the loss of profit, if any, on merchandise operations due to this new law going into effect is going to be so small that utilities can carry it and the electrical dealer will not

Wisconsin Front

chandising Practice Appliance Account- ed into Effect

benefit. In the long run it might lower or raise rates a trifle. That remains to be seen. The eight leading utilities in the state already are reporting merchandise sales separately," he stated. "You can see that three of them were in the red for 1929.

"In setting up this new law for operation, many difficulties are encountered," said Mr. Mathews. "For example, how can one charge fairly on rural promotional work by the utilities where a single man educates, sells and installs. Second, it is not easy to account for space which is used both for merchandise sales and as a place where people come to pay light and gas bills.

"Many utilities, it was felt, did not charge their advertising against merchandise. Nor did they charge the rent, heat, light or depreciation against their merchandise department, as would normally be done in a retail business. Now it will be done."

LITTLE interest and few opinions were expressed by electrical dealers in Wisconsin on the subject. In Milwaukee, L. Wisely, manager of Gimbel's washer department, stated that he did not consider the utility dangerous competition.

"The central station sends machines out on trial. We demonstrate only after the sale and understand we lead the city in sales."

At the Boston Store, W. J. Burke, buyer major appliances, held a somewhat similar view.

"The central station has a natural advantage in that customers pay light bills to it. Ignorant people turn naturally to them for appliances."

At Gimbel's (Voss) washers were quoted at a price of \$98.50 cash. Terms were \$10 down, balance payable in 12 payments, with 4 per cent carrying charges on unpaid balance. Cash terms were available for 90 days.

At the Boston Store, Milwaukee, a carrying charge of one-half of 1 per cent per month was quoted on the unpaid balance. On an electric ironer \$8. down and \$8 a month was asked. On a \$79.50 washer the ticket read \$8 down and \$2 a month. On a \$119.50 washer the terms were \$10 down and \$8.50 a month, on a \$99.50 agitator type, \$10 down, \$8 a month.

Compared to these carrying charges The Milwaukee Electric Railway & Light Company asked \$149 for an ironer, \$5 down and \$6 a month with twenty-four months to pay at 6 per cent on unpaid balance. On a \$141.55 washer (1900 Whirlpool) terms were \$5 cash, \$6 a month. Carrying charge was 6 per cent.

— But MOST OF THEM Are Already Doing It

1929 Reports from Eight Leading Wisconsin
Utilities

Utility	Income from Operating Properties	Profit on Merchandise and Wiring Installation
1. Milwaukee Elec. Ry. & Lt. Co. (a)	\$7,962,787.19	\$173,135.78
2. Wisconsin Pwr. & Lt. Co. (b)	3,408,127.81	37,028.74
3. Wisconsin Gas & Elec. Co. (c)	1,685,496.14	E. — 8,435.44 G. — 38,763.40
4. Northern States Pwr. (c)	1,954,479.37	G. — 4,401.39 E. — 28,092.82
5. Wisconsin Pub. Serv. Co. (c)	1,788,201.81	G. — 5,838.54 E. — 11,789.11
6. Wisconsin Valley Elec. Co. (c)	463,890.19	G. — 10.68 E. — 1,232.99
7. Wisconsin- Michigan Pwr. Co. (c)	1,253,442.06	G. — 1,260.85 E. — 16,025.85
8. Lake Superior Dist. Pwr. Co. (b)	926,773.21	G., E. 21,837.57

(a) Owned by North American. (b) Insull properties (c) Byllesby properties.

"The electrical dealer has seen his small table appliance business swept away by the utilities," declared H. J. Culp, Harloff Electric Company, Madison.

"Of course it is possible for the small electric dealer to add a carrying charge and sell small table appliances on time as does the central station, but with the limited amount of help this would not be practicable. The utility in Madison has always pushed washers and vacuum cleaners and today I understand, is pushing lamps because of the longer profits."

To get the dealer's angle, *Electrical Merchandising* talked to the Blackhawk Electric Company, Madison. Said H. B. L. Gorman,

"The central station does lots of jobs we don't want to bother with. On outside sales, I think the utilities salesmen have the edge over electrical dealers because of their contact through meter readers. They have an easier collecting system. Here in Madison the central station has pushed electric refrigeration. We have no particularly strong washer or cleaner competition."

Contrasting to this favorable reply was the comment of R. J. Nickels, Madison electrical dealer when asked for an opinion!

"I no spik Ingleesh."

A Quick Guide to What to Say

When *the* Back

5%

could not
be talked to

CHECK OFF

10%

would be of
a scolding
temperament

HUMOR THEM

15%

would respond
best to flattery

USE IT



LIKE the soldier who was ordered to run zigzag and was wounded when he zigged when he should have zagged, the troubles of the house-to-house salesmen pile up when he attempts to use a "canned" speech on housewives.

"Read the light that lies in a woman's eyes if you would sell outside," declares J. R. Whitsell of St. Joseph, Mo., who has climbed the back porch steps of some of the first families of that city. "There is no substitute in selling for a knowledge of human nature."

In an electric refrigerator campaign conducted by the St. Joseph Railway, Light, Heat & Power Company last summer all the arguments and data were laid neatly in a row before the ten canvassers whose job it was to put the refrigerator over. But according to Mr. Whitsell, the men who succeeded were those who instinctively knew how to shift their presentation to suit each prospect.

A rule-of-thumb method of checking on what kind of

person one faces is a look into the kitchen or living room. If the salesman sees a toaster, iron, a cooker or any type of electric appliance, he knows he has a good prospect before him. In homes that are old-fashioned or have none of the modern improvements, the salesman must realize that he will have a difficult if not impossible job to sell an electric refrigerator when the home is in need of so many other appliances first.

"We found our best customers to be families with children or where both husband and wife worked," says Mr. Whitsell. "It is a man who makes from \$150 to \$200 a month and lives at home that is a prospect

The REACTIONS of 2500 HOUSEWIVES
at ST. JOSEPH, Mo.

Door Opens



15%

would realize
the company has
to make a profit
USE REASON IN CLOSING

10%

would understand
food preservation
USE SCIENTIFIC APPROACH

45%

desire to
preserve food
USE SIMPLE STORY

"Professional men earning much higher salaries are not so good. My explanation for the professional man's failure to be so good a prospect lies in the very fact that his higher income encourages his interest to be diversified in many other ways than electric refrigeration. Our \$150 to \$200 a month homeowner with a family has to scratch to make ends meet, and as a consequence sticks around home a good deal, keeping a garden and doing all the economical things that will aid and abet his income spread. The electric refrigerator is nothing if not an economy story and we can interest this type of prospect in a hurry. The more highly paid

professional man very often put his money into a car, a country club or into golf clubs and passes up the matter of ice-box savings."

A home demonstration campaign on electric refrigerators was undertaken last spring by the central station in St. Joseph but was discontinued because of the possibility of excessive cost. Salesmen checking on homes who had the record of regularly paying their light bills, were permitted to offer to put in electric refrigerators on ten days' trial. Sales resulted in 70 per cent of the cases. However, as it takes four men to deliver a refrigerator, according to Mr. Whitsell, and a home demonstration costs approximately \$24, it was seen that the home demonstration idea offered possibilities of extensive dangers.

Each of the ten outside canvassers of the central station is assigned from 1,000 to 1,500 permanent customers and he keeps drilling over the territory repeatedly. With the help of a few supervisors.

New Merchandise

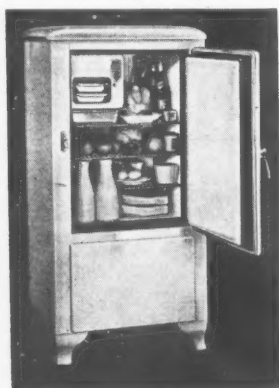
A Few of the Many Interesting New Appliances that will make Unusually Acceptable Christmas Gifts

New Kelvinator

"Yukon" is the name of the new cabinet model introduced by the Kelvinator Corporation, Detroit, Mich.

This new model has an all rustproof steel cabinet, sides and back being a jointless one-piece shell. The exterior is finished in elastic white enamel and the interior of the cabinet is white porcelain, fused on Armco iron, all corners rounded. The cabinet is mounted on five-inch legs. The "pan" of the door is a trim of blue-black porcelain which, it is declared, will not chip when struck by dishes or pan.

Five cubic feet of food storage space is provided. A feature is the cut-out in the lower shelf bracket making room for the storage of tall milk bottles. Hardware is of die-cast Butler chrome plate. Temperature plate and defrosting switch are also provided. Cooling and condensing units are easily removable from the cabinet. The intended retail price of the new model is \$159.50, f.o.b. factory.—*Electrical Merchandising*, November, 1930.

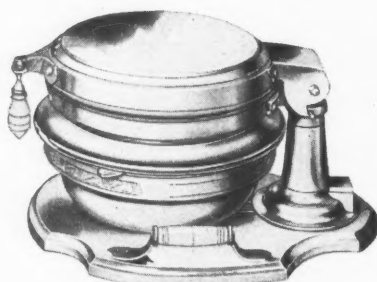


Universal Heating Pad

The "Universal" DeLuxe heating pad is being offered this year in a lovely, new metal box of gray, silver and lavender. "We couldn't improve the pad," the manufacturer announces, "so we improved the box." The "Universal" pad, among other features, has positive automatic three-heat control and elder-down cover offered in four colors—gray, azure blue, lavender and rose pink. No increase in price is made for the new box, the intended retail price being \$9. Landers, Frary & Clark, New Britain, Conn.—*Electrical Merchandising*, November, 1930.

Voss Washer

To correct an error in the description of the new Model E-57 Voss washer which appeared previously in these pages, it is hereby pointed out that the new washer is offered in two styles, with tub of Monel metal or porcelain enamel, and not with Monel metal, porcelain lined tub, as stated.—*Electrical Merchandising*, November, 1930.



Sunbeam Waffledick

Something more than a waffle iron is the new "Sunbeam Waffledick" just announced by the Chicago Flexible Shaft Company, 5600 West Roosevelt Road, Chicago. This new waffle iron provides, along with its regular waffle-baking facilities, a batter bowl and ladle which are part of and incorporated into the device.

The entire appliance is finished in chromium, including batter bowl and ladle and the intended retail price is \$19.75.—*Electrical Merchandising*, November, 1930.



New Haven-Westinghouse Clock

Announcement has just been made of the New Haven-Westinghouse electric clock, offered by the New Haven Clock Company, New Haven, Conn., and the Westinghouse Electric & Manufacturing Company. In announcing the new line of clocks it is stated that no interchange of financial interest between the New Haven Clock Company and the Westinghouse organization has been made at this time. Distribution will be made through both companies.

The clock employs a slow-speed sub-synchronous self-starting Westinghouse motor of 200 r.p.m. A feature of the new clock is the automatic control.

This device is really a current interruption totalizer which adds up the small interruptions of the current to a predetermined total of either one, two or three minutes, as the user chooses.—*Electrical Merchandising*, November, 1930.

Apex Refrigerator

Announcement is made by the Apex Electrical Manufacturing Company, Cleveland, Ohio, of its entry into the electric refrigeration field. The new refrigerator which, it is announced, is priced comfortably under \$150 is built in two sizes, one for household use and one for apartment house installation. Both boxes are furnished in enamel on steel or in porcelain on steel. Features of the refrigerator are an all metal seal for the compressor shaft instead of the conventional packing. This seal, it is pointed out, effectively prevents leaking and the announcement reads, makes it possible to build a reliable and efficient box at a popular price.—*Electrical Merchandising*, November, 1930.

Premier Junior Cleaner

In the description of the new "Premier Junior" cleaner, Model 98, appearing in the September issue, the intended retail price was erroneously given as \$47.50. The correct price of this new cleaner is \$37.50.—*Electrical Merchandising*, November, 1930.

Hammond "Mystery Model" Clock

Illustrated is the new Hammond "Mystery Model" clock about which so much interest has been aroused. This new clock, in addition to its regular dial, has two openings through which the day of the week and the date are shown, providing an electric clock that not only tells time by electricity but the date as well, the first electric calendar clock to appear on the market, the manufacturer points out, in introducing this new model.

The clock is known as the "Gregory" model, after the "Gregorian" calendar. It has black bakelite case of modern design, 6½ in. high and 5½ in. wide. The silver-finished dial has raised numerals and the minute and second hand are green. The intended list price is \$12.50. The Hammond Clock Company, 2915 North Western Avenue, Chicago, Ill.—*Electrical Merchandising*, November, 1930.



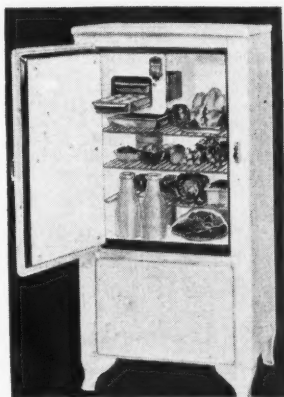
New Electrical Merchandise



Universal Dryer-Washer

Landers, Frary & Clark, New Britain, Conn., are offering a new washer—a dryer-washer model, equipped for ironer attachment. This new washer has separate washer and dryer tubs, blue porcelain-enameled inside and out. Improved aluminum centrifugal dryer can be operated with top open and clothes can be rinsed and blue without removing them from the washer. Water from the washer and dryer tubs is lifted mechanically by a powerful water pump and emptied through a flexible outlet hose.

The machine is equipped with a dome-shaped, non-tangling aluminum agitator. The washer is of rust-proof construction throughout and the metal trim is cadmium plated. An ironer attachment may be had at small additional cost. —*Electrical Merchandising*, November, 1930.



Leonard Electric Refrigerator

The Leonard Refrigerator Company, Detroit, Mich., celebrated its Golden Anniversary by announcing its new electric refrigerator. Two models are offered, a 5-ft. size and a 7-ft.

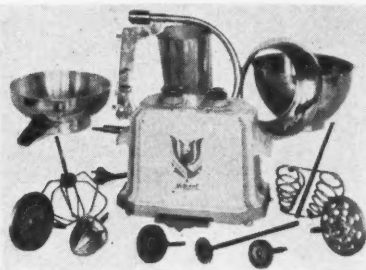
Features of the new refrigerator, as pointed out by the Leonard Company, are the 25 per cent extra insulation and the "Chillometer," which regulates cold for special uses as desired, the defroster, the flexible rubber cube grid that releases ice cubes without soaking or poking, and the all-steel cabinet.

Forty-two ice cubes are produced at one freezing in the 5-ft. size and eighty-one in the 7-cu.ft. model. The cabinet is of all-steel construction, with one easily accessible double-sealed door, chromium hardware, daylight base baked-on smooth outer finish, porcelain food compartment with rounded inside corners, and glass defrosting pan. —*Electrical Merchandising*, November, 1930.

Hotpoint Handy Ann Mixer

Characterized as the "mechanical arm for the modern kitchen" the new "Handy Ann" mixer of the Edison General Electric Appliance Company, 5600 West Taylor Street, Chicago, is equipped to perform all sorts of odd jobs about the kitchen. It has potato mashing attachment, wire beater for beating egg, attachments for making of frostings, batter, mayonnaise, meringues, etc., a grater for cheese, chocolate, bread crumbs, a shredder for vegetables or fruits, a sharpener for knives and scissors and a buffer for flat silver or kitchen cutlery.

The mixer is portable, weighing 16 lb. The motor has two speeds, the required speed being obtained by merely plugging an attachment arm in correct motor attachment which is marked slow or fast. The attachment arm has adjustable feature, allows homemaker to use any bowl or pan and the bowl-holder allows her to leave the food while it is being mixed. The intended retail price of the new mixer is \$68.50. —*Electrical Merchandising*, November, 1930.



Dormeyer Mixer and Extractor

Features of the new 1931 "Dormeyer" food mixer are a self-oiling, sealed mechanism, new improved power unit quiet in operation and a smart, modern design. This food mixer operates in any receptacle and has no stand.

A fruit juice extractor attachment has been designed to utilize the same power unit. The extractor has jade green glass bowl, orange reamer of beetle-ware and black bakelite base, which can be quickly attached after the paddle assembly is taken off.

The mixer is available in a choice of three finishes: Empress model has a gold-plated case, with top and handles of unbreakable, green-mottled ivory beetle. The Princess model has case and paddle assembly of stainless steel with top and handles of black bakelite and the Duchess model has ivory case, Duco finished with nickel-plated paddle assembly and black bakelite handles and top. Intended retail prices are respectively: \$35, \$24.50 and \$19.50 east of Denver. Fifty cents more in the West. Juice extractor attachment is \$5.50 extra. A. F. Dormeyer Manufacturing Company, 2640 Greenview Ave., Chicago, Ill. —*Electrical Merchandising*, November, 1930.



Majestic Refrigerator

Announcement of the new "Majestic" refrigerator of Grigsby-Grunow lists among the features of the new machine the overhead mechanism, temperature regulator and cabinet of unusually attractive design.

The mechanism, mounted above the food storage compartment, is concealed beneath a flat top. The cold unit, or heat absorption coils, enclose two freezing compartments of the same size. The upper one holds two trays each with a capacity of twenty-one ice cubes. With separators in place, the tray in the lower compartment provides 42 more cubes, or with separators removed, provides generous space for frozen desserts.

To eliminate any possibility of vibration a rotary type pump is used, driven directly from the motor. Motor and compressor are hermetically sealed into a pressed steel "bell-housing." The unit, it is pointed out, is so compact that it is only 9½ in. in height.

The refrigerator is made in two sizes, No. 150, having nominal capacity of 5 cu.ft. of food storage space and No. 170, with 7 cu.ft. capacity, with intended retail prices of \$175 and \$195, f.o.b. factory.

Cabinets are made entirely of steel, finished in white enamel, the food compartment being also of steel, coated with vitreous enamel. In depth, overall, both models are the same, 27½ in.; the larger machine is 59 in. high and 33½ in. wide while the smaller is 54½ in. high and 28½ in. wide. Majestic Household Utilities Corporation, 5301 Dickens Avenue, Chicago, Ill. —*Electrical Merchandising*, November, 1930.



Hanksraft Cooker

In its new food cooker the Hanksraft Company, Inc., 121 North Dickinson Street, Madison, Wis., utilizes the same principle of operation as that employed in its automatic egg cooker. A few spoonfuls of water are poured into the base of the cooker. This water completes the circuit so that the heating process starts in a few seconds. An even temperature is always maintained, the company explains, and the current shuts itself off automatically after the food is prepared.

The cooker is finished in green, with silver-like base and top. Its intended retail price is \$14.75. —*Electrical Merchandising*, November, 1930.

New Electrical Merchandise

Westinghouse Range

A new, popular-priced "FlavorZone" electric range with 16-in. oven has been announced by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio.

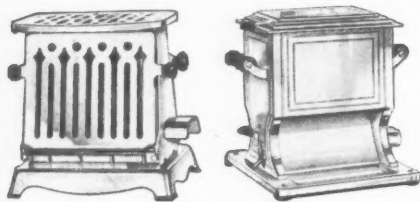
The range incorporates three-pole universal load balancing switches which can be operated on any type feeder system, whether it be 2-wire, 3-wire or 3-wire fed from a 4-wire network. Elimination of unnecessary flanges and the enamel finish permit easy cleaning of the range. A new clock of special design, to provide full-automatic time control of the oven accompanies the range.—*Electrical Merchandising*, November, 1930.



L & H Toasters

Two large slices of bread are toasted at once in the new "L & H Electrics" automatic toaster of the A. J. Lindemann & Hoverson Company, Milwaukee, Wis. The bread is inserted at the top and when done is delivered below. The base of the toaster catches and retains all crumbs which drop down when the toast is delivered. Finish of the toaster is chromium.

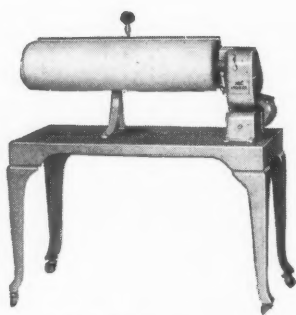
In the 212 "Turnsit" toaster, the toast is automatically reversed each time the door is dropped. The toaster has large toasting surface, 4x5½ in., which accommodates the larger slices of bread. Chromium-finished.—*Electrical Merchandising*, November, 1930.



Automatic Stereopticon

An automatic stereopticon, adapted to window and counter display advertising, has been announced by the Q. R. S.-DeVry Corporation, 330 North Michigan Avenue, Chicago.

The new machine, known as the 35 mm. DeVry automatic stereopticon, is made to accommodate up to 100 pictures on one film strip. It is operated by a universal motor, from the ordinary lighting circuit, and the pictures are changed through the action of an intermittent sprocket. For window display, pictures are thrown on the translucent screen of a shadow box. The machine may also be used for projection of stereopticon pictures against an opaque screen. Dimensions of the projector case are 12x6½x9 in.—*Electrical Merchandising*, November, 1930.

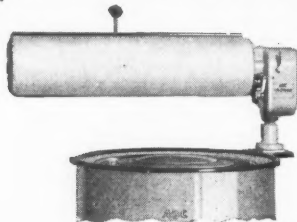


ABC Ironers

From a wringer-post ironer, for use with the "ABC Playmayd" or "Companion" washers, the new "ABC" ironer of Altorfer Bros. Company, Peoria, Ill., can be built up into a table or even a floor or "Rollabout" model. This change is made possible by the use of the "ABC Converter" which is powered by a 1/20 hp. motor and weighs 13½ lb. A steel table, the "Rollabout" makes of the converted table-type ironer a portable model, easily moved about by means of easy-rolling casters.

Three types of ironer are therefore included in the new line of "ABC" ironers—the wringer-post model, the table model and the complete, de luxe "Rollabout" model. The converter and table are offered as accessories for use as described above.

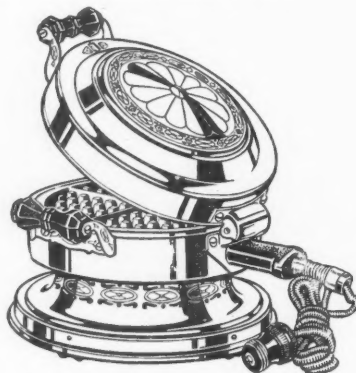
The ironer has 26 in. roll and shoe, with open end and full automatic control. The wattage is given as 1,150. The finish of the ironers is beige porcelain enamel. Intended retail prices are \$57.50 for wringer-post models A and B; \$89.50 for table model P; \$104.50 for "Rollabout" model S. The converter is \$35 and the steel table, \$15.—*Electrical Merchandising*, November, 1930.



Waffle Iron

The Aluminum Goods Manufacturing Company, Manitowoc, Wis., manufacturer of "Mirro" and "Viko" cooking utensils, are now putting on the market several electrical appliances, including a waffle iron.

The waffle iron is equipped with heat indicator. An overflow groove and expansion hinge are other features of the iron. The heating elements are of Nichrome wire, embedded in a refractory material. The intended retail price of the waffle iron is \$9.85.—*Electrical Merchandising*, November, 1930.



Maytag Portable Ironer

The Maytag Company, Newton, Iowa, has brought out an electric ironer. This new "Maytag" product has 26 in., well-ventilated open end roll, 6 in. in diameter. A special lip on the top edge of the self-equalizing shoe makes possible easy feeding while the roll is in motion. Principal parts of this new ironer run in oil in an aluminum case and no oiling is necessary.

The ironer is operated by a lever with finger-tip control. An auxiliary lever is provided for the pressing of garments. Heating element is rated at 1,200 watts. A steel table, finished in blue lacquer, is offered as extra equipment. When not in use the ironer can be stood on end, in which position it occupies a floor space of but 10½x15 in. Its weight is 47 lb.—*Electrical Merchandising*, November, 1930.



Sunbeam Toast Witch

When the toast is done, the new "Sunbeam Toast Witch" automatically shuts off the current and opens.

This new toaster toasts two full slices off the current and opens, raising up of bread, both sides at once and will accommodate two full-size sandwiches. The finish of the "Toast Witch" is chromium with handles of black bakelite. It is rated at 660 watts, 110 volts and is listed at \$17.50. Chicago Flexible Shaft Company, 5600 West Roosevelt Road, Chicago.—*Electrical Merchandising*, November, 1930.

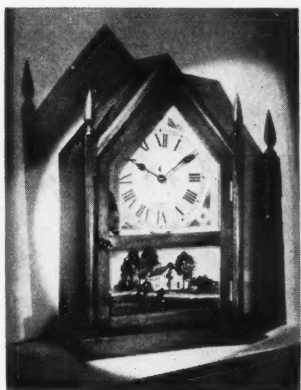


Harvard Clock

Wall, mantel and floor models are offered in the line of "Eleclok" electric clocks of the Harvard Company, 307 North Michigan Avenue, Chicago, Ill. These clocks are of the synchronous type, in strike and non-strike models.

The "Eleclok" motor is a slow speed motor, 400 r.p.m., manually started. Prices range from \$8.50 up; \$67.50 for the "Buckingham" model Grandfather clock. The "Dunbar" walnut tambour clock, retails at \$15.—*Electrical Merchandising*, November, 1930.

New Electrical Merchandise



Hamilton-Sangamo Clocks

Both electrically-wound and synchronous type clocks are now being offered by the Hamilton-Sangamo Corporation, Lancaster, Pa.

Ten models make up the new synchronous line, including models in wood, marble and metal cases in a wide variety of styles. A feature of the new clock is the "Floating Second Disc," an unusual and interesting device serving both as a seconds indicator and to show current interruptions.

The synchronous motor, developed by the Hamilton-Sangamo Corporation, is a slow-speed motor, making less than 190 revolutions per minute. The clocks are of the non-self-starting type. Models are available for use on 25-, 50- and 60-cycle alternating current. Prices range from \$10 up.—*Electrical Merchandising*, November, 1930.

Jiffy Tie Press

The Wise-McClung Corporation, New Philadelphia, Ohio, is offering along with its "Jiffy" trouser press, an electric tie press, listed at \$3. The tie press is equipped with double heating elements and presses the wide and narrow ends and both sides of the tie, smoothing out the lining, at one operation. It is intended for operation on 110 or 120 volts, a.c. or d.c. and is also available for other voltages.—*Electrical Merchandising*, November, 1930.



Majestic Grideliere

A new combined pancake and waffle iron has been brought out by the Majestic Electric Appliance Company, San Francisco, Cal., and Philadelphia, Pa. The outstanding and exclusive feature of the new "Grideliere" is the reversible grids, one side a waffle iron and the other smooth, for making pancakes, toasted sandwiches, etc. The grids can be easily removed for cleaning. Another feature is the baking temperature indicator. The intended retail price is \$18.—*Electrical Merchandising*, November, 1930.

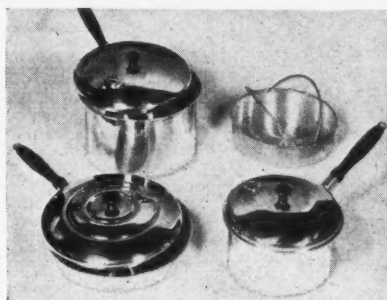


Perfection Aluminum Range Utensils

Designed under the direction of Mrs. Ella Smethers of the Home Service Department of the Ohio Public Service Company, Cleveland, is the set of electric range cooking utensils brought out by the Enterprise Aluminum Company, Massillon, Ohio.

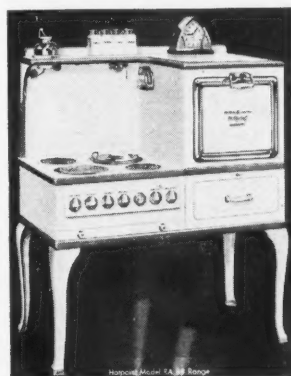
These utensils were developed to increase the efficiency of the electric range. They are made of heavy 8- and 10-gage material. The bottoms are absolutely flat with straight sides and exactly fit the heating element. Covers are tight-fitting and furnished with heat-resisting thermoplas knobs. The larger utensils are fitted with automatic, fool-proof steam valve.

About eight utensils are offered in this new electric range line. They include 4- and 6-qt. cookers with special inset, providing for the cooking of several vegetables or meat and vegetables at the same time, 1½, 1¼, 3, 4 and 6-qt. saucepans and an 8-gage fry pan and cover. These utensils can be sold separately as range accessories or in combination with the electric range.—*Electrical Merchandising*, November, 1930.



Hotpoint Christmas Range

Produced especially for Christmas Range Campaigns, the new advanced 1931 DeLuxe "Hotpoint" range has many radically new features. The special DeLuxe equipment includes a new, modernistic Telechron clock and timer, automatic egg cooker, automatic time-controlled outlet (for timing a coffee percolator or other appliance), adjustable floor plates for leveling the range and protecting the floor, a warming drawer beneath the oven, automatic temperature control and thermometer, Hi-Speed Calrod heating elements, Thrift cooker, smokeless broiler, opal glass condiment jars, porcelain-lined oven, Chromeplate bright parts, electric light over cooking surface, sliding cooking chart of porcelain enamel beneath top shelf. No list price has been established on this new range, but with quantity production methods, the manufacturer explains, the range will sell within popular price limits. Edison General Electric Appliance Co., 5600 West Taylor Street, Chicago.—*Electrical Merchandising*, November, 1930.



Westinghouse Grecian Urn Set and Waffle Iron

Simple and graceful lines are portrayed in the new Grecian Urn set announced by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio. The urn is of eight-cup capacity and is furnished as part of a set of four pieces. The finish is chromium, with handles of blue Catalyn. Features of the set are the Corox heating element and the automatic Spencer disc thermostat. The spigot is drip-proof. Intended retail price of the set is \$94.50.

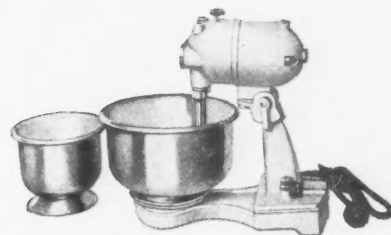
The same style lines are followed in the Grecian waffle iron. It is finished in chrome, with blue Catalyn handles. Its built-in "watchman" maintains the heat at the correct temperature and an indicator tells when that heat has been reached. The waffle iron is furnished with a large drip tray. Its intended retail price is \$18.50.—*Electrical Merchandising*, November, 1930.



Sunbeam Mix Master

A household appliance that is coming into wide popularity is the electric mixer and beater. Illustrated is a new mixer appearing on the market, a product of the Chicago Flexible Shaft Company, 5600 West Roosevelt Road, Chicago.

Among the services performed by this handy little "Sunbeam" mixer are mashing of potatoes, mixing of angel food and other cake batters, mixing waffle batter, whipping cream, beating eggs, mixing mayonnaise, beverages, omelets, etc. A little lever at the side of the base permits any degree of speed desired. The outfit includes two highly finished metal bowls, one for small quantities and one for large. When mixing or beating is accomplished, the motor tips back, allowing any of the mixture to drain from the beaters into the bowl. The "Mix Master" is listed at \$24.75.—*Electrical Merchandising*, November, 1930.



New Electrical Merchandise



Black & Decker Portable Washer

Announcement has been made of the entry of the Black & Decker Manufacturing Company, Townson, Md., manufacturer of portable electric tools, into the household appliance field. The first product is a portable electric washer, the "Cinderella."

The "Cinderella" employs a new "Bubble-Action" vacuum principle and has no moving parts. The machine is 18 in. high and weighs but 19 lb. The outer tub is of rust resistant iron, finished outside and inside with heat-resisting porcelain enamel. Ivory, blue, green or red finish may be had. The capacity of the washer is two single sheets and two pillowcases or equivalent and the water capacity of the tub is 3 gal. Universal type motor, 32, 110, 220 and 250 volts. The intended retail price is \$37.50.—*Electrical Merchandising*, November, 1930.

Thermofan Heater

Radically different in construction from the usual type of heater is the "Thermofan" heater brought out by the American Foundry Equipment Company, Mishawaka, Ind.

This new heater consists of an electric heating element cast integrally with a unique aluminum radiator designed so that entirely free passage of air is permitted. Behind the element is a motor and fan to disseminate the warm air to all parts of the area to be heated and to keep the air in constant circulation.

The case is modernistic in design, finished in a choice of five colors. Its weight is 12 lb. It is made in 1,000 or 1,600 watts capacity, 110 to 115 volts, a.c. or d.c. Its intended retail price is \$39.50.—*Electrical Merchandising*, November, 1930.



Cooking Utensils for Electric Ranges

To further increase the efficiency of electric ranges, Geuder, Paeschke & Frey Company, Milwaukee, Wis., have developed a line of enameled ware, designed especially for electric range use. They are also intended as fuel savers for gas, oil and gasoline stove cooking.

Cream City "Black Bottom" enameled ware, as it is called, is characterized by a flat bottom, finished in dark enamel, flat, it is explained, to insure close contact with heating elements and black to absorb more heat. The water-seal rim and cover aid in holding in steam and keeping water boiling with very small flame or heat. The line is furnished in diameters of 7½ and 8 in., to fit any size of electric stove, and in various heights. —*Electrical Merchandising*, November, 1930.

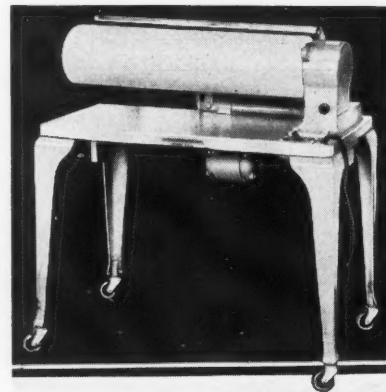
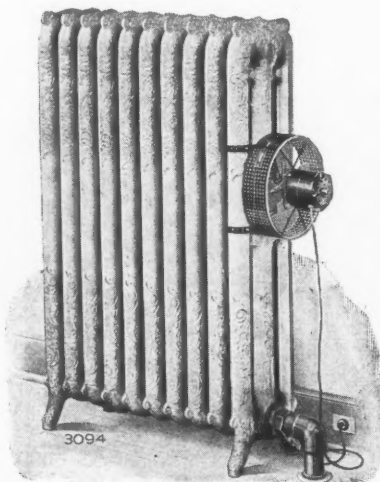


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Emerson Radiator Fan

To increase radiation by forcing a larger amount of air over and through the radiator, resulting in quicker heating and more even and comfortable temperature in all parts of the room is the work of the new radiator fan announced by the Emerson Electric Company, St. Louis, Mo.

The fan is operated by an induction type Emerson motor and is made for 110-volt, 60-cycle current. There are no brushes or riding contacts of any kind to cause radio interference. The fan is 8 in. in diameter and has four blades. A full screen guard protects them from accidental contact. The free air delivery rating is 400 cu ft. of air per minute and the current consumption is only 20 watts. The intended retail price of the fan is \$9.75.—*Electrical Merchandising*, November, 1930.



Conlon Washer and Ironer

Two new products announced by the Conlon Corporation, 19th Street and 52nd Avenue, Chicago, are the "Thrifty Washer" and the Model "F" automatic ironer.

The washer has heavy aluminum agitator of conventional four vane type, and new Lovell wringer. It has double "Thermo" tub, the inner tub being of porcelain fused on Armco Ingot iron and the outer tub of rust-proof sheet steel finished in robin egg blue lacquer. The intended price of the washer is \$79.50 east of the Rockies.

The automatic ironer has full open end roll, 26 in. long and ¾ hp. Westinghouse motor. Special roll adjustment is provided and by simply pressing small button the ironer is converted into presser for pressing clothes. The ironer is finished in white lacquer, is fitted with rubberized dust-proof cover and has overall dimensions of 18 in. x 33 in. Its intended retail price, east of the Rockies, is \$89.50.—*Electrical Merchandising*, November, 1930.

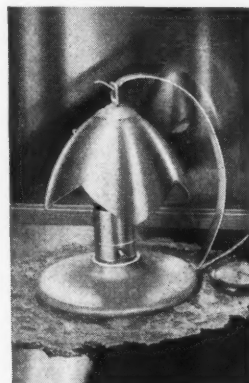


* * *

Scovill Nite-Lites

For an inexpensive but unusually acceptable Christmas gift the Scovill Manufacturing Company, Waterbury, Conn., is offering its little "Nite-Lite."

The Tulip model pictured is furnished in four colors and retails for \$1.—*Electrical Merchandising*, November, 1930.



New Electrical Merchandise

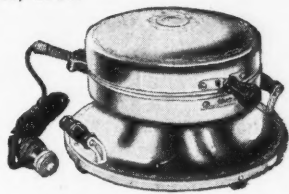


Seven New Monarch Appliances

Among the new electrical items to be offered for Christmas sales are seven new appliances of the Knapp-Monarch Company, St. Louis, Mo.

Included in this new "Monarch" line are a corn popper, No. 675, of 2½ qt. capacity, retailing at \$2; a waffle iron, No. 965, chromium plated, with heat indicator and etched top and base, retailing at \$7; a "Therma Hot" heater, No. 640, with 15-in. bowl-shaped reflector and new, patented "Reflex" heating element, 1,000-watt, listed at \$8.50; infra-red lamp, No. 480, with 7½ in. aluminum bowl with guard and gooseneck arm and ivory two-tone finish, \$5; curling iron, No. 550 with special feature of "off" and "on" switch and finished in red, blue or green with matching cords, \$1.50; "Therma Hot" hotplate, single burner, 550 watts, nickel finish, listed at \$3.75; and "Therma Hot" iron, chromium finished, with "Chromalox" element and brown mottled handle, 570 watts, \$4.50.

Besides the numbers listed above are other heaters at \$5.50 and \$6.50, waffle irons in nickel and chromium at \$6 and \$6.50 and hotplates in single two-burner models, ranging in price from \$3.25 to \$6.50.—*Electrical Merchandising*, November, 1930.



Easy Washer



An agitator-type washer with porcelain enameled tub and balloon rolls, to retail for \$79.50, has been announced by the Syracuse Washing Machine Corporation, Syracuse, N. Y. Features of the washer are the Standard Model F gear case, big "Easy" agitator, 6-lb. capacity, jade green porcelain enamel tub, aluminum-finished wringer and standard ¼-hp. motor.—*Electrical Merchandising*, November, 1930.

Eagle Appliance Switch Plug

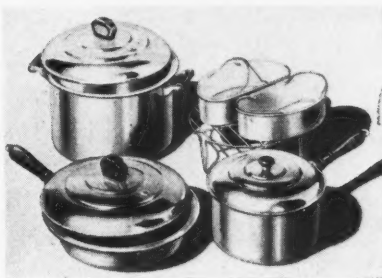
The Eagle Electric Manufacturing Company, Inc., 59 Hall Street, Brooklyn, N. Y., is marketing a new appliance switch plug of bakelite. Its intended retail price is 40c.—*Electrical Merchandising*, November, 1930.

Utensils for Electric Range

Particularly adaptable for use on the electric range are the "Vitality" aluminum utensils offered by the Aluminum Goods Manufacturing Company, Manitowoc, Wis.

Only a low heat is necessary in the use of these utensils and little or no water. The snugly fitting "Vapo-Seal" covers are designed to retain the rich flavors of the food and to prevent odors from entering the house. The utensils have flat, satin-finished bottoms which fit the range burners.

Set 42-A, illustrated, has a 7-qt. cooker, a 10½-in. skillet and a 3-qt. covered pan. An entire meal may be cooked at one time in the cooker.—*Electrical Merchandising*, November, 1930.

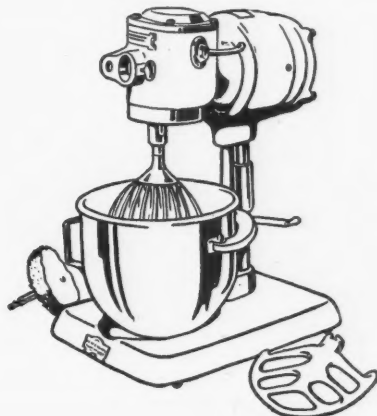


Westinghouse Heating Pad

Three separate operating temperatures, each controlled by an automatic thermostat, are contained in the new "Adjust-O-Matic" warming pad of the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio. A convenient, three-position bakelite switch in the cord sets the pad for any one of the three temperatures, which is then maintained automatically. The cover is rose-colored. The pad, the manufacturer points out, is non-radio interfering.—*Electrical Merchandising*, November, 1930.

Gem Mixer

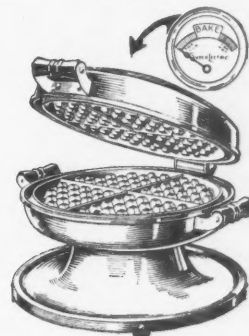
Gem Appliances, Inc., 40 West 22nd Street, New York City, is announcing its new Model S mixer, with a 5-qt. bowl, a whipper, beater and polishing buffer, retailing at \$115. A complete group of attachments for use with the mixer is offered as extra equipment, including a fruit juice extractor, \$7.50; food and meat chopper, \$7.50; vegetable slicer, \$10; ice cream freezer, 3-qt. capacity, \$9.50; anti-splash bowl cover, \$2; and other attachments at various prices.—*Electrical Merchandising*, November, 1930.



Radia Heaters

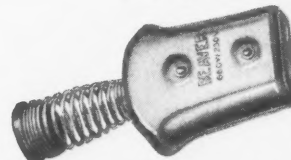
Two new electric heaters have been announced by the F. W. Shepler Stove Company, N. S., Pittsburgh, Pa. One is of the portable electric fireplace type and the other is a "health" heater which can be used not only as a room heater but as an infra-red lamp as well. This heater is of the pedestal type, nickel plated with chromium-plated reflector. It employs a "Globar" heating element and can be swung into any position, placed on a stand for the treating of the body or in any desired position on the floor for heating a room. It is rated at 660 watts and is listed at \$6.75.

The fireplace heater employs two "Globar" heating elements and is rated at 1,320 watts, for 110-115 or 220-230 volts. Its dimensions are 25 in. x 20½ in. x 10½ in. It is finished in silver gray and nickel and is listed at \$22.50.—*Electrical Merchandising*, November, 1930.



SuperLectric Indicating Waffle Iron

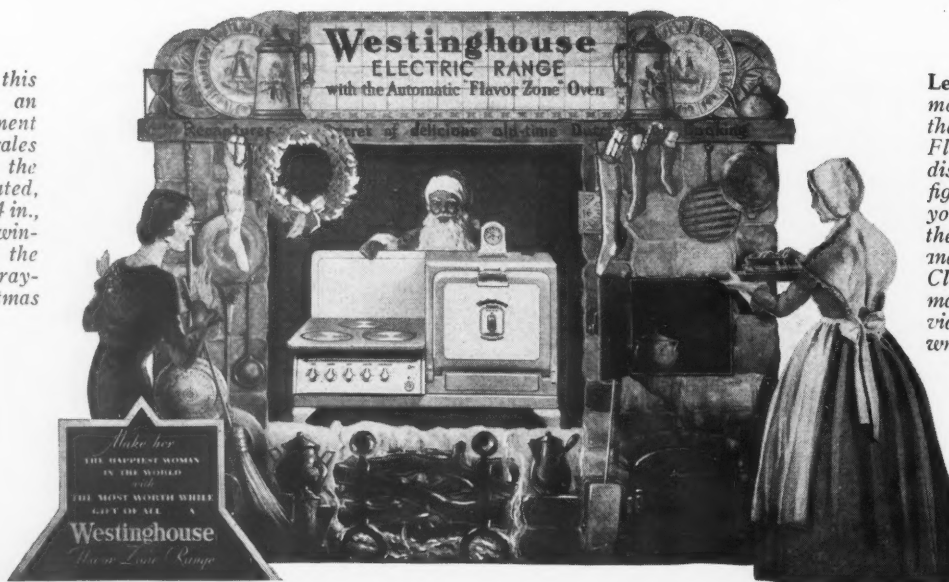
The new No. 632 waffle iron brought out by the Superior Electric Products Corporation, 1300 South Thirteenth Street, St. Louis, Mo., is equipped with thermal indicator to indicate temperature points of too hot, cold and baking. The 8-in. grids are of die cast aluminum. The intended retail price of the waffle iron, in nickel finish, is \$6.75; in chromium, \$7.75.—*Electrical Merchandising*, November, 1930.



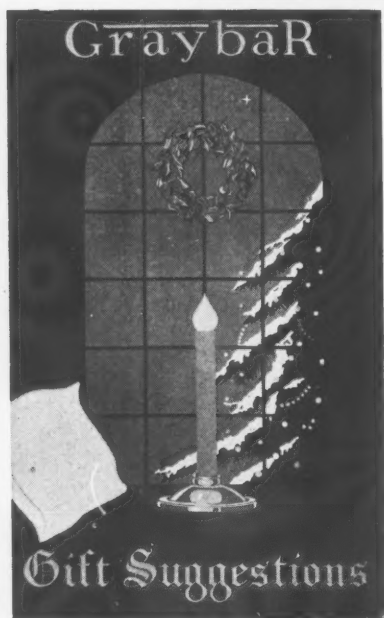
Beaver Heater Plug

Completely armored to protect it against dropping on the floor or other surfaces is a new heater plug announced by the Beaver Manufacturing Company, Newark, N. J. The steel armor of this new plug is rust-proofed by the new cadmium process. The intended retail price of the plug is 25c.—*Electrical Merchandising*, November, 1930.

Below: Graybar, this year, is offering an attractive assortment of Christmas sales helps, including the special card, illustrated, which is 12 in. x 14 in., in full color. A window strip bears the message: "Give a Graybar Gift for Christmas This Year."



Left: Christmas atmosphere is added to the Westinghouse Flavor Zone range display by the life-size figure of a modern young woman and by the cut-out of the head and shoulders of Santa Claus. Other Christmas touches are provided by the holly wreath and stockings.



"HELPS" for Christmas Sales offered by the Manufacturer



Right: The Premier Vacuum Cleaner Company suggests the window pictured at the right. Decorative background is supplied by crepe paper of conventional Christmas design and color with a window strip of scenic paper, giving added color and life to the display. The small "Spic-Span" boxes, Christmas - paper wrapped and the message, "Take Me Home for 50c.," lends the final appeal to this attractive display of a practical Christmas gift. A series of newspaper advertisements featuring this message is also available.



Above: One of the pieces in the 1930 Christmas sales helps offered by the Society for Electrical Development is a Santa Claus package consisting of the Santa cut-out illustrated above, 5 1/4 in. high, in full color. Other pieces are a large bell cut-out, 24 in. x 40 in. and two smaller ones, 12 in. x 20 in. The package is \$4, but cut-outs can be bought separately. Other Christmas material is also available, including a lighting broadside and an electric home cut-out.

The Firing Line News.

New York

"For the Man at the Sales Front"

November, 1930

Domestic Electric Now Black & Decker

R. J. Lamb President of
New Organization

A change of company name of much interest to business circles has just been announced by S. Duncan Black, President of The Black & Decker Mfg. Co.—that is, "The Domestic Electric Company" will henceforth be "The Black & Decker Electric Co."

The company, which has been wholly owned by The Black & Decker Mfg. Co., for more than a year, will continue as in the past the manufacture and development of fractional horsepower electric motors at its fine modern plant, Kent, Ohio.

At the same time, Mr. Black announced publicly some changes in the executive staff, which is now as follows:

R. J. Lamb becomes President. Mr. Lamb, who is a resident of Cleveland, has served as a director and as attorney for the company since its inception.

M. H. Spielman is Vice-President and General Manager and is known as one of the country's outstanding engineers on fractional horsepower motors. Mr. Spielman has also been connected with the company since its beginning.

Oscar C. Kiehne, treasurer and auditor, was formerly treasurer and auditor for The Van Dorn Electric Tool Company.

A. E. Nash, now secretary, was long chief accountant for the old Domestic Electric Company.

Walter Poese, plant manager, has also been with the company since its inception and is looked upon as a very capable manufacturing executive.

N. E. Power Sales Up

August Shows Sales of \$145,331

August merchandise sales for all the properties of the New England Power Association totalled \$145,331, an increase of 9.1 per cent over the preceding year, according to the official house organ of the organization. It was estimated that 45 per cent of the sales were represented by ranges and refrigerators.

Range sales totalled \$19,604.07, refrigerators \$41,369.98, washers \$18,886.05, ironers \$3,203.70, irons \$7,605.31.

Sharon Goes to Electric Bond & Share

R. A. Sharon, for the past three years assistant to the vice-president and general manager of the Great Western Power Company of California, with headquarters in San Francisco, has resigned from the Pacific Gas and Electric Company, which recently took over the Great Western company, to become affiliated with the Electric Bond & Share Company, New York City.

Georgia Cleans Up Stray Refrigerator Sales

\$390,026 Campaign Follows Earlier
Million-Dollar Carnage

In a campaign on refrigeration recently concluded the salesmen of the Georgia Power Company, who ought to be getting used to campaigns by this time having cut their eye teeth on them, exceeded their quota by 11.4 per cent. Total sales amounted to \$390,026. This was merely a follow-up campaign we were informed which was to clean up a few stray prospects that had been left lying around from a couple of months previous when more than \$1,000,000 worth of refrigeration was sold.

In the campaign on electric ranges immediately preceding the boys disposed of 1,350 ranges—135 per cent of quota.

Home Service Committee

Names Personnel

Ada Bessie Swann Reelected
Chairman

The Home Service Sub-Committee of the Women's Committee, N.E.L.A., is headed again this year by Ada Bessie Swann of the Public Service Electric & Gas Company of New Jersey. Announcement of the Personnel of this Committee just released by the Chairman is as follows:

Advisory members: Harry Reid, National Electric Power Company, T. O. Kennedy, Ohio Public Service Co.

Members at large: Julius Daniels, Edison Electric Illuminating Company, George Whitwell, Duquesne Light Company, Mrs. Florence LaGanke Harris, Cleveland, Lita Bane, *Ladies' Home Journal*, Mrs. Elizabeth Stone Macdonald, Frigidaire Corporation, Florence R. Clauss, *Electrical Merchandising*, Helen Smith, Rochester Gas & Electric Company, Sophia Malicki, Middle West Utilities Company, E. W. Commerly, National Lamp Works, Charles H. Roe, Electrical Testing Laboratories, Mrs. Vera Ellwood, Milwaukee Electric Railway & Light Company, Frances Weedman, Edison General Electric Appliance Company.

Geographical Division Members are Karen Fladoes, Duquesne Light Company, Mrs. Ella W. Smethers, Ohio Public Service Company, Margaret J. Duane, Central Illinois Public Service Company, Katharine McCarney, Missouri Utilities Company, Mrs. Emma Tighe, Edison Electric Illuminating Company, Valentine Thorson, Northern States Power Company, Mrs. Gertrude McDevitt, Idaho Power Company, Mrs. Mabel E. Tripp, Valley Elec. Supply Company, Fresno, Cal., Mrs. Clara B. Davis, Southern Colorado Power Company, Fern Snider, Georgia Power & Light Company, Albertine Berry, San Antonio Public Service Company.

In presenting the program for the coming year, the Chairman stated that the Committee recognizes the need of preparing and placing in the hands of women responsible for educational programs, facts and information on subjects developing the uses of electricity in the home. A program will therefore be formulated to develop material for programs.

Oil Burner Industry 11 Per Cent Ahead

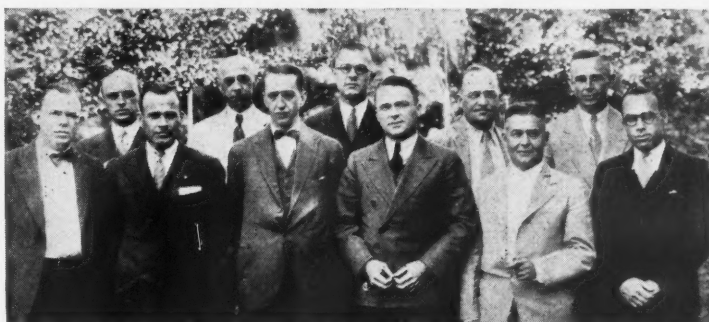
125,000 Burners Sold Last Year

Manufacturers of domestic oil burners not only have escaped the general business depression of the past twelve months but are enjoying the most prosperous year in the history of the industry, it was revealed at the quarterly meeting of the directors of the American Oil Burner Association in Atlantic City on Oct. 15.

Sales for the current year were more than eleven per cent ahead of the same period last year, said Harry F. Tapp, executive secretary of the Association. Some companies reported an increase of more than 50 per cent and the directors were unanimous in their opinion that 1930 would exceed by a generous margin the record established last year when more than 125,000 oil burners were placed in American homes.

More than 600,000 household burners already are in use, it was revealed, and it was conservatively estimated that the total in use at the end of 1930 will exceed 655,000.

Commercial Men Discuss Refrigeration



Frigidaire Corporation officials recently held the first of a series of meetings to discuss electric refrigerator merchandising with power company representatives. The picture shows, reading from left to right, front row: C. K. Magers, Union Gas & Electric Co., Cincinnati; Smither Merrill, assistant commercial and merchandising manager, the Toledo Edison Company, Toledo; J. A. Harlan, vice-president, Frigidaire; George S. Jones, Jr., manager, public utilities division, Frigidaire; W. C. Campbell, commercial manager, Tennessee Electric Power Co., Chattanooga; Harry Restofski, assistant manager of appliance sales, West Penn Power Co., Pittsburgh. Back row: S. R. Sellers, manager of appliance sales, West Penn Power Co., Pittsburgh; E. H. Hunelfelt, merchandising manager, Union Gas & Electric Co., Cincinnati; F. H. McCullough, merchandising manager, Kansas Gas & Electric Co., Wichita; K. L. Fitzpatrick, merchandising manager, the Dayton Power & Light Co.; B. E. Geyer, president of the Geyer Company, Dayton.

Hoover Baker

When the Hoovers visited Cleveland recently they were entertained at the home of Joseph R. Nutt, treasurer, Republican national committee. David, the 11-year old son of the Nutts took advantage of the occasion to bake a banana cake for the distinguished guests. President Hoover liked it so much that he told David he could have a job as chef at the White House. An electric kitchen mixer is chiefly responsible for David's interest in baking.

Frigidaire and G M Radio Get Together

Same Outlets for Two Appliances Sought

Stabilized employment, lower cost of distribution and increased dealer profits is the object of a sales alliance formed by Frigidaire Corporation and General Motors Radio Corporation, both subsidiaries of General Motors, with plants in this city.

The following announcement of the arrangement has been issued jointly by E. G. Biechler, president of Frigidaire Corporation and R. J. Emmert, president of General Motors Radio Corporation:

"Frigidaire Corporation and General Motors Radio Corporation have formed an alliance which makes it possible in many instances for the General Motors radio and electric refrigerator to be sold by the same dealer."

Washer Salesmen to Fly

Conlon Corporation Looks Ahead

More than thirty district managers of the Conlon Corporation, Chicago, have been offered airplanes to use in sales work as quickly as they learn to fly. L. O. Cox, division manager for Washington, Oregon and Montana has just started out on survey with Tom Conlon, son of W. J. Conlon, head of the corporation.

Ranges Boom in Spokane

797 Sold by Utility in
30-Day Drive

With the sale of 797 electric ranges during the Westinghouse range campaign conducted from June 16 to Aug. 16, all records for range sales on the system of The Washington Water Power Company were broken, according to the announcement of R. B. McElroy, assistant sales manager. The previous electric range sale record was established during the 1930 spring campaign.

As usual, sales quotas were fixed for the campaign. When the sale was over it was found that the entire system had 160 per cent of its quota. Orofino district led all others with a quota percentage of 457 per cent; Brewster was second with 380 per cent; Ephrata was third with 367 per cent, and Marcus fourth with 350 per cent.

New Hotpoint Range Factory Under Way

Pacific Coast Unit to Cost
\$250,000

Plans for the erection of the first unit of a range factory to cost about \$250,000 has been announced by the Edison General Electric Appliance Company, Inc. This unit, which will occupy an area of 30,000 sq. ft., will be an addition to the present Hotpoint electric appliance factory in Ontario, Calif., and is expected to be in production within six months. At the present factory are made all the air heaters and heating pads which the company markets throughout the entire United States. Water heaters, irons, toasters and a general line of appliances are also products of the Ontario factory. Hotpoint ranges for Pacific Coast distribution have been supplied from Chicago.

Do Electrical Men Buy Appliances?

There has been considerable speculation on the saturation of electrical appliances in the homes of men in the industry. If electrical men are not buying appliances in any quantities it was argued, the process of public education would be considerably slowed up.

With this thought in mind, Sarah Harding Hunter of the Lecture Division of the Edison Electric Illuminating Company of Boston made an analysis of the homes of 300 men in the electrical industry in Boston. The saturation of the various appliances is shown below:

300 Electrical Men
Average number in family.. 3.7
Average weekly hours of help 14.3



Zillesen

Clara H. Zillesen, advertising manager of the Philadelphia Electric Company, recently appointed chairman of the Women's Committee, N.E.L.A.



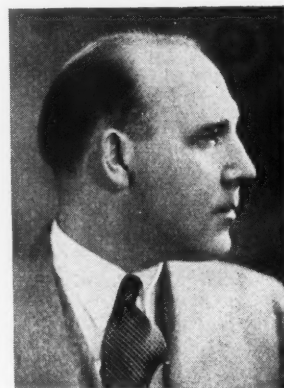
Jones

George S. Jones, Jr., new manager of the public utilities division Frigidaire Corporation, succeeding W. R. Winans.



Whitehead

R. H. Whitehead, president, New Haven Clock Company, who has recently completed negotiations with the Westinghouse Company for the joint production of electric clocks.



Schwank

C. W. Schwank, former vice-president, Beardsley Wolcott, goes to Fitzgerald Mfg. Company as director of utility merchandising.

C-H Philadelphia Office Moves

The Philadelphia sales office of Cutler-Hammer, Inc., will be located on the tenth floor of the new Terminal Commerce Building, Philadelphia, Pa.

Schwank Joins Star-Rite Organization

Formerly with Beardsley-Walcott

C. W. Schwank became associated with the Fitzgerald Mfg. Company of Torrington, Conn., manufacturers of Star-Rite electrical appliances, as assistant sales manager. Mr. Schwank has had a wide experience in appliance sales, having formerly been connected with the Frank E. Walcott Company of Hartford, as general manager, and later, when that company was merged with the Beardsley Company of Waterbury, forming the Beardsley-Walcott Co. With the Fitzgerald Company, Mr. Schwank will direct public utility merchandising.

August Cleaner Sales

According to figures just released by the Vacuum Cleaners' Manufacturer's Association, cleaner sales for the month of August were estimated at 65,164 units.

Average monthly bill	\$5.11
Appliances purchased within year	446
No electrical purchases made within year	119
Dish washer	5
Egg beater	14
Fireless cooker	84
Flat iron	288
Ironer	22
Kitchen Aid	1
Percolator	110
Radio	160
Range	64
Refrigerator	113
Sewing machine motor	117
Toaster	268
Vacuum Cleaner	244
Waffle Iron	155
Washing Machine	142
Water Heater	19

the Month's News



Lind

Col. Frederick A. Lind has been appointed Assistant Secretary of the Electrical Credit Association to have general supervision of the organization.



Swann

Ada Bessie Swann, Public Service Gas & Electric Company, N. J., was re-elected chairman of the Home Service Subcommittee, Women's Committee, N.E.L.A.



Sullivan

Louis H. Sullivan, until recently, manager, furniture division, Atwater Kent Manufacturing Company, becomes manager, distributor's relations, Lyric Radio.



Kohlenberger

George Kohlenberger, formerly of Oakland, Cal., becomes the new manager of radio sales and service for United Motors Service.

Burke-Wesix to Make Heaters in East

License Arrangement with California Company

The Wesix National Company, San Francisco, has announced that it is to receive \$694,000 in minimum royalties alone during the next seventeen years through a license contract with the Burke-Wesix Company of Erie, Pa., and New York, under which that company will manufacture and sell Wesix electric air heaters and water heaters east of the Rocky Mountains.

Samson-United Opens N. Y. Office

The Samson-United Corporation of Rochester, New York, manufacturer of kitchen tools and electrical appliances, announces the opening of a New York office in the Fifth Avenue building, 200 Fifth Avenue.

A. A. Berman has been appointed manager of this office.

Form Hoffman Specialty of California

To Make Electric Heaters for Coast Trade

The Hoffman Specialty Company of California, Ltd., has been organized to take over the electric heater manufacturing business of the Hoffman Specialty Company of Waterbury, Conn., Harry H. Daley, vice-president announced.

New Jobs

Lloyd Johnson has been appointed merchandise manager for the Denver (Colo.) branch of the Graybar Electric Company, succeeding George N. Hoffman, who has been transferred to the company's El Paso (Texas) branch. Mr. Hoffman succeeds H. M. Dillon, who has severed his connection with the company.

H. W. Smith, formerly sales manager for the Kirsch Manufacturing Company, Sturgis, Mich., has been appointed Pacific Coast sales manager for the Majestic Electric Appliance Company, Inc., of San Francisco.

Roger Thompson, for the past 5 years general sales manager, Refrigeration Wellsbach Company, has joined the Philco National Organization in an executive sales capacity. Mr. Thompson has been identified with the manufacture and sale of appliances for 16 years, specializing in merchandising and outside retail selling. His headquarters are in Philadelphia.

E. S. Conrad, who has been Pacific Coast district manager for the Square D. Company for the past ten years, with headquarters in San Francisco, has been appointed general sales manager of the Diamond Electrical Manufacturing Company, with headquarters in Los Angeles. This concern is affiliated with the Square D. Company. Mr. Conrad has been associated with Square D. for fourteen years, ten years on the Coast and prior to that time in the Middle West. In his new position he will have complete charge of sales in the eleven Western states.

E. T. Abendroth has resigned his position as manager of the H. D. Hudson Manufacturing Company's Wisconsin Manufacturing Plants and has associated himself with the Oakes Manufacturing Company, Inc., Tipton, Indiana.

B. L. Donahue becomes manager of the Buffalo District office of Cutler-Hammer, Inc., manufacturers of electric control apparatus, whose headquarters are at Milwaukee, Wis. Mr. Donahue succeeds B. A. Hansen, resigned.

Radio Knife



A demonstration of the latest advance in surgery. Dr. Norman E. Titus and Ella Faley showing how the new "radio knife" performs a cutting operation which is practically bloodless.

Fred T. Whiting has been appointed assistant manager of the northwestern district of the Westinghouse Electric & Manufacturing Company under N. G. Symonds, commercial vice-president.

W. P. L'Hommedieu, formerly supervisor of central station sales for the Westinghouse Electric & Manufacturing Company, San Francisco, has been appointed manager of the company's San Francisco office, which has jurisdiction over the San Francisco area.

R. G. Brownfield, of the RCA Radiotron Company, was transferred from headquarters in Harrison, New Jersey, to the southern district with headquarters in Atlanta, Georgia, where he will operate under Richard A. Graver, district manager.

Vancouver Has 2,844 Red Seal Homes

A grand total of 2,844 Red Seal homes in the City of Vancouver is now revealed by the monthly report of the Electrical Service League of British Columbia. This total is composed of 1,698 private houses, 1,106 Red Seal apartment suites and 40 Red Seal homes in duplex blocks.

They Are Interested in Ranges



When the Southern California Edison Company foregather to discuss a coming range sale, the result looks something like a national convention of the Republican party. The above picture was taken at the third annual range sales conference held at Pasadena, Cal.

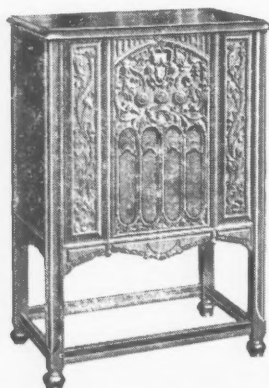


Hotels, Apartment Hotels and Apartments Everywhere are Installing Crosley Radio!

The Mate

SCREEN GRID
POWER SPEAKER

NEUTRODYNE
A. C. ELECTRIC



A delightfully designed and executed cabinet that harmonizes with any surroundings in the home. It contains an entirely new receiving set and power speaker. Employs three type -24 Screen Grid tubes, one type -45, and one type -50. The unusual value of The MATE at the exceptionally low price is self-evident.

\$79.50
With
Tubes

Progressive owners and operators of hotels, apartment hotels and apartments find in the Crosley line a radio receiving set to fit any requirement from the smallest efficiency apartment or single hotel room where space is at a premium to the largest and most elaborate duplex apartment. And aggressive Crosley dealers are capitalizing upon the great new market—they are adding materially to their profit through the intense cultivation of it.

The Crosley Companionship Series is not only the most complete, but the fastest-selling line in radio. From an exquisite table, mantel or clock type self-contained, Screen Grid, Neutrodyne, power speaker, A. C. electric receiving set selling under \$65 *complete with tubes* to The MATE, described at the left and selling for less than \$80, *complete with tubes*, any requirement can be met, any pocketbook satisfied, from the Crosley Companionship Series.

Get in touch with your Crosley distributor today—tie in with this most complete, fast-selling, profitable line.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., President

Home of "the Nation's Station"—WLW

CINCINNATI,

Also manufacturers of CROSLEY Battery Radio Receivers, the CROSLEY ROAMIO Automobile Radio Receiving Set, and the famous AMRAD RADIO

YOU'RE THERE WITH A CROSLEY

CROSLEY RADIO